

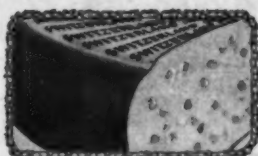
# PRINTERS' INK

Registered U. S. Patent Office  
A JOURNAL FOR ADVERTISERS  
185 Madison Avenue, New York City

VOL. CXLII, No. 2

NEW YORK, JANUARY 12, 1928

10c A COPY



## *The newest Swiss movement*

IT ISN'T a watch nor a clock. It's an advertising campaign prepared for our client, the Switzerland Cheese Association, of Berne, Switzerland. And it's been running beautifully since last September.

This association makes and exports genuine Swiss Cheese—the kind with the holes. The members of the association are exceedingly proud of their product, and when they saw neighboring nations imitating their cheese and even calling it "Swiss," they decided to sound the alarm. So Advertising Headquarters was sought as an ally.

To distinguish the genuine Switzerland cheese from the imitation Swiss, the full name "Switzerland" was ordered imprinted many times on the rind of each cheese. An alluring series of advertisements in color were prepared in which every month this theme has been sounded, "—if the rind is not marked 'Switzerland' we did not make that cheese."

Already millions of American lovers of "Switzerland" cheese have been enlisted in a movement to keep a watch on the rind.

## N. W. AYER & SON

ADVERTISING HEADQUARTERS, PHILADELPHIA

NEW YORK

BOSTON

CHICAGO

SAN FRANCISCO



# Chained to the Water Pail



*Back and forth a dozen times a day she trudges to the well. Tons and tons of water are carried every year by her tired arms. Her strength and her vitality are severely taxed, yet she has accepted her sentence of hard labor without complaint.*

That's an every-day picture on many farms today. Women are wasting time, wasting strength, carrying water many steps—gallons and gallons of it for washing, bathing, cooking. Kitchen sinks, bathtubs, lavatories, modern plumbing, water systems ought to have a place in the expansion program of every farm.

This is a challenge to you farm husbands and fathers—you men who have tractors, labor-saving farm machinery, riding plows and cultivators, milking machines, tools to take the hard work and drudgery out of your daily routine. It's an appeal to you farm wives and mothers to assert your rights and get what's coming to you in the home.

Modern water systems and modern plumbing brings sanitation, cleanliness, convenience and save time and labor for the whole family. More than that, they bring increased happiness and satisfaction.

But get good plumbing fixtures and equipment. Install a dependable water system. Make your selections from the advertising columns of this paper.

Then you know that you're safe. Choose those manufacturers who have built into their products a reputation for honest goods that can be depended upon to give years of faithful service. Only those manufacturers are found in our advertising columns because each advertiser is guaranteed.



**Remember—You Are Always Safe with Our Advertisers**

**T**HIS one of a series of editorial advertisements appearing in The Standard Farm Papers this month enters 2,000,000 of the best farm homes to tell the story of advertised products

## The Standard Farm Papers

New York, 250 Park Avenue

Chicago, 307 N. Michigan Avenue



# PRINTERS' INK

*Registered U. S. Patent Office*

Issued weekly. Subscription \$3.00 per year. Printers' Ink Publishing Co., Inc., Publishers, 185 Madison Avenue, New York, N. Y. Entered as second-class matter June 29, 1893, at the post office at New York, N. Y., under the Act of March 3, 1879.

VOL. CXLII

NEW YORK, JANUARY 12, 1928

No. 2

## Super-Advertising—Advertising's Worst Enemy

Is Advertising to Lose Its Believability Because of Present Abuses?

By C. B. Larrabee

YOU don't have to think back so many years to remember when advertising was a kind of stepchild of business. It had much of the unblushing flamboyance of the medicine show "doctor", and the copy writer never had to bother too much about the truth. A claim was a claim whether or not the product could live up to it—and the sky was the limit.

So far as the consumer was concerned, only the most gullible read advertising without the customary grain of salt. "Oh, that's what they say about it in their advertising," said with the tongue well up in the cheek, was coeval with and equivalent to "Tell it to the horse marines."

Gradually, advertising worked its way out of this bog of ill-repute and achieved the victory of believability. People began to read advertising as they read the news in a reliable newspaper and, reading, believed. The phrase, "It must be a good product—it's advertised" meant something. It meant the average consumer's belief in the integrity of advertised merchandise, in the truth of advertised claims.

Then came the sad days of 1920 with their concomitant disease of super-salesmanship. With super-salesmanship grew another disease, super-advertising. Advertisers, who, in the braw, prosperous days had been turning customers away, found that copy had to sell and wasn't just something to fill white space.

Too many of them seemed to forget that super-selling isn't salesmanship—not by a couple of miles and several laps.

There are certain phases of this disease of super-advertising which have always been present in advertising, but as the blood pressure mounted and the clinical thermometer registered a little more each day these phases became exaggerated.

The tired copy writer awakened in the night and plucked nervously at his sheet because he knew there was no word that meant better than best and he'd been using "best" now these two or three years. The manufacturer grew hollow-eyed as he saw his competitors making claims he knew he could only duplicate—because Webster hasn't any bigger words in his dictionary.

From somewhere someone dug up the microphotograph. That gave him the bulge for a couple of weeks. Someone else got a doctor to endorse his product and we were witnesses of copy that was too reminiscent of the gala days of the patent medicine king.

Someone announced that his product was "vastly superior" (a mild term today) to other products on the market and mentioned why. This was the signal for competitive copy which spent more time knocking down the other fellow's little house than it did building up its own mansion.

In other words, this disease of super-advertising removed the gov-

error from the machine and the machine was in danger of running wild. Today, efforts are being made to clamp the governor back in place.

There are many men connected with advertising who feel that, today, the hard-won and precious victory of believability is in grave danger of being lost. They base their belief on a careful study of modern advertising and on a study of consumer reactions to modern advertising. They are fearful that tomorrow or day after tomorrow—unless something is done—we'll be back in the old days of "Oh, that's only an advertisement". They know that once that condition is with us again, advertising will have lost the one thing which makes it worth while, its believability. Once that is gone there will be nothing left.

The men who believe this are not discontented radicals. They dislike Stuart Chase quite as much as you or I, but they realize that Chase is just enough right so that he can make his wrong conclusions sound plausible. Nor are they tired conservatives, pining for yesterday. They are, instead, men who know advertising. Many of them nursed it in its infancy and have sensed each new development as soon as its first symptoms appeared.

During the last year or so I have talked with a great many of these men. I have watched the trend of discussion among such bodies as the American Association of Advertising Agencies and the Association of National Advertisers. I have found further food for thought in the work of the National Better Business Bureau and the Federal Trade Commission. I have seen, as others have seen, a profound discontent with conditions as they are, a deep desire on the part of sincere friends of advertising to correct a nasty condition without any real knowledge of just how this condition can be corrected.

We shall want to consider some remedies. But before talking of remedies let us, like good physicians, study the symptoms.

\* \* \*

A friend of mine recently built

a house. Building a house, like getting married, is one of those events which happen to most of us only once in a lifetime. Therefore my friend became a data hound. He consulted architects, he harried contractors, and he read advertising.

One morning I met him on the train. He was looking for me. On his lips was a grim smile and in his hand was a sheet of yellow paper.

"Look," he said and presented me with the paper. On it I saw the names of a number of manufacturers, each name followed by a fraction.

"I've been reading advertisements," he said without any further preliminaries. "I want to buy a furnace for my house and I'm interested in heating equipment. Well, here's what I find:

"This furnace manufacturer will save me one-third of my heating bills. That's fine! Here's a stoking device that will save me another third. Great! But wait a minute. This maker of a heat control device offers me anywhere from one-third to one-half. Liberal, isn't he? Here's an insulation material which will save me another third. And another product that is more conservative with only a one-quarter saving. But why go on? Look at the total."

I looked—and read the numerals  $3\frac{1}{2}$ ."

"In other words," my friend concluded, "if I use all these materials some coal dealer will have to pay me about \$30 a ton for using his coal."

In the course of my investigations I talked with an advertising agent who has just been offered a new mouth wash account.

"This mouth wash," he told me, "is probably the best yet. I am convinced of that because I've seen the results of tests made by recognized scientific experts. I could give you a list of its merits, a list as long as my arm. But what am I to say about it in advertising?"

"Tell the facts," I suggested.

He threw up his hands.

"What's the use?" he asked. "I've been making a study of ad-



We take pleasure in announcing that Mr. J. C. Penney has been elected president of the Christian Herald.

In accepting the position, Mr. Penney says:

"I am deeply conscious of a great opportunity. I am proud of the Christian Herald with its inspiring past, and feel bound to do my part in developing a magazine of major proportions."

## The Christian Herald

GRAHAM PATTERSON,  
*Publisher*

vertising in the same field. A great deal of it is excellent. But I also find that markedly inferior products have been sent forth with all the claims I can truthfully make for this product and with claims which are larger than I'd dare make. Why, there are a couple of toothpaste manufacturers whose products contain about 1/1000th of the medicinal value of this product who have implied that their toothpastes will do all this mouth wash can do. They've talked so noisily and so blatantly that there's nothing left for us to say. We've got a really sensational product, but all our sensationalism has been stolen by other advertisers whose products are not one-tenth so good."

Ten men were sitting around a club luncheon table recently when an eleventh man came up to the group.

"I'm thinking of getting a radio," he said. "Which radio do you fellows recommend?"

There followed a lengthy discussion during which the names of at least eight radio manufacturers were mentioned. When the discussion died down the newcomer reached into his pocket and pulled out an advertisement.

"Somebody's crazy," he said. "Look at this advertisement."

The headline read something like this: "Ask ten men at your club which is the best radio today and nine out of ten will tell you it's The ....."

A year or so ago, a shaving cream advertisement in a well-known periodical carried a microphotograph showing that the cream was superior (favorite word) to anything on the market because the large bubbles would not allow the hairs to retreat cravenly from the path of the razor but made them stand erect before its devastations. A few pages farther on was another shaving cream advertisement. It also bore a microphotograph. This picture, however, showed small bubbles which made the cream superior because it worked insidiously and made the hairs lie down peacefully as the razor came along. Either manufacturer or both manufacturers may have been

right. That, however, is not the point.

In the automobile section of my Sunday newspaper I was able recently to find at least three cars which were advertised as the fastest to be bought and yet I'll wager a small sum I can pass any of them on the road in my car which has never been advertised as a speed king. I also found two cars advertised as the "greatest value in automobiles being offered today." At that, it was an off Sunday for automobile advertising.

\* \* \*

You can make a similar list of incidents, laughable when taken singly but disturbing when taken together. They are isolated examples of the worst phases of super-advertising.

I was talking with the advertising head of a large group of publications.

"If you could sit where I do and see the copy that we reject as well as the copy we print, if you could engage in some of the disputes that are engendered by our requests that copy be toned down and objectionable features eliminated," he said, "you'd see why I have been becoming more and more alarmed during the last couple of years. Despite our rigid restrictions we are publishing today a great deal of advertising that we would not have published without changes ten years ago."

"What proportion would you say?" I asked.

He thought a moment.

"I should say 60 per cent."

"Isn't that an exaggerated figure?" I interposed.

"No," was his emphatic answer. "It is not."

I repeated this conversation to another periodical advertiser who also controls the advertising policies of a large group of publications.

"Sixty per cent is a high figure," he said, "at least so far as our experience goes. But let me show you some figures."

Reaching into his desk he showed me the results of an analysis he had just completed. It showed

(Continued on page 179)



## Tie this!

"Bill, I've always known your mother was one woman in a thousand. I'm coming to the conclusion she is one in a million. Witness these Christmas ties. A couple of years ago she couldn't have picked a decent cravat any more than I could bake a cake."

If he would, Bill could shed illumination on those ties, but he promised his mother.

When Wm. Sr. suggested replacing her mother's old dining-room set with something modern, Mrs. Barton objected. Today she says—"Bill persuaded me." And she's proud of it.

Besides their own allowances and money that they make, boys

"spend" millions of dollars every year. Their needs are limitless and man-sized—shoes, suits, sporting goods, hats, haberdashery—but why enumerate? True, it is dad who pays, but it is buddy who buys. And believe it or not, around him everything in the home revolves.

500,000 "Bill Bartons" read **THE AMERICAN BOY**. 80% of them are of high school age. Men in everything but years. The straightest line between you and this half-million market is the advertising columns of their trusted friend and advisor, **THE AMERICAN BOY**. Copy received by February 10th will make the April issue.

*The* **American Boy**  
Detroit Michigan

# 3 cities of a size . .



*Albuquerque, N. M.—  
the center of a large retail  
shopping area with two  
prosperous counties.*



*Mason City, Ia.—  
Serves a shopping  
area made up of  
seven prosperous  
counties*



*Logansport, Ind.—  
a good town between  
Chicago and Indian-  
apolis: does not  
reach out far for its  
retail shopping  
trade*

## *measure them as Markets!*

*"Today geographical and political lines have little to do with setting up trading areas. Markets are where people buy."*

*Retail Shopping Areas, the new J. Walter Thompson Company book, enables you accurately, quickly, to rate the markets for your specific product on the basis of actual retail distribution. As to character as well as size . . . consider an example—*

### *How do these towns rank for you?*

Here are three cities of about equal size: Albuquerque, N. M., Mason City, Ia., and Logansport, Ind. Would your sales quotas be the same for all? Glance at these figures from Part II of *Retail Shopping Areas*.

	Albuquerque	Mason City	Logansport
Population.....	21,000	22,682	23,120
Shopping Area Population....	102,600	124,782	85,495
Income Tax Returns—Area...	2,189	2,020	921
Population per Tax Return...	47	62	93
Department Stores.....	3	2	4

Obviously, now, the value of these towns as sales outlets must vary. For shopping goods of low unit price whose markets may be measured in population alone, Mason City ranks first; for goods of large unit price Albuquerque stands at the top; and as a market for convenience goods, Logansport, on the basis of city population alone, leads.

*Retail Shopping Areas* gives you in convenient, organized form complete facts about the United States market as detailed as you may wish.

Part I lists the 683 shopping areas according to the size of the centers. Part II gives the details. Part III lists each county by states, and names all incorporated places. The book contains two large United States maps and state maps, all in colors, a time saving Summary for Quota Work, and state indexes for seven bases for sales quotas.

For sales executives and others interested in market analysis and research, we believe *Retail Shopping Areas* will be invaluable. The price is \$10.00.

### J. WALTER THOMPSON COMPANY

J. WALTER THOMPSON COMPANY,  
420 Lexington Ave. (Room 1102), New York, N. Y.  
Please send me.....copies of "Retail  
Shopping Areas" at \$10.00 per copy.

Name.....

Street.....

City.....State.....



## Color Appears on the Kitchen Stove

Not Only the Cooking Utensils, but the Range Itself, to Be Beautified

**A**NOTHER long step forward in the progress of color in American life is to be made public in the immediate future—possibly during the current week. The humble gas range, that began its career in solemn black, and in recent years has donned clear white and pearly gray, has apparently, in the opinion of its makers, passed out of both mourning and half-mourning, and is to blossom riotously in rainbow hues.

An extensive program of magazine and newspaper advertising is soon to be released by practically all the leading range manufacturers, describing the gorgeous new cookstoves on which they have been at work for the last year. At the same time, by arrangement with, and the active encouragement of leading gas companies throughout the country, the new and gaily-colored ranges will be placed on display in the gas companies' show-rooms.

The most daring innovation, offered by the Estate Stove Company, is a range on which the usual white porcelain enamel is trimmed and picked out with bands and areas of vermilion. Most of the other color schemes are based upon a combination of white with some shade of blue, ranging from a dark blue, almost a purple, through various pastel shades to light blue-gray.

Greens and yellows, however, have not been forgotten, and most of the manufacturers, in fact, expect a green and white combination to prove the most popular seller. This prediction is based in part upon the theory that this will be the coolest and most refreshing in appearance in actual use in the kitchen, and in part upon a study of the sales results so far obtained with colored enamel kitchenware, which has been on the market for some time, and which has, for example, been ac-

tively advertised in New York by Macy's.

The Estate company, in fact, actually based its color selections upon the precise shades already being used by the Vollrath Company for kitchenware, so that it will now be possible for the artistically inclined housewife to carry out the same color scheme complete in her kitchen—both the range and the pots upon it in harmony.

There is a rather interesting story behind the new explosion of color in the kitchen and in kitchen appliance advertising. Among other things, it illustrates the occasional practical value of the big trade conventions.

The American Gas Association held its annual 1926 convention at Atlantic City in October. As usual, several hundred manufacturers fitted up elaborate display booths and placed all their latest ideas in gas apparatus and appliances on exhibition.

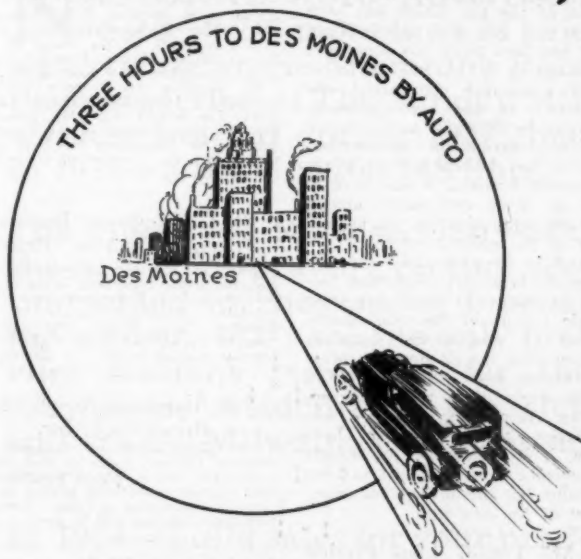
Away down in one corner of the exposition floor, in about the most inconspicuous place imaginable, a manufacturer of porcelain and porcelain wares had taken a tiny booth in which he placed a few samples of gas ranges of standard make, which he had made over in brightly colored porcelain. Practically none of the regular delegates to the convention noticed this modest exhibit.

Their wives were more alert, however. Presently, Henry Obermeyer, publicity manager of the Consolidated Gas Company of New York, seeking Mrs. Obermeyer, found a little horde of wives and daughters of gas men around this one little corner booth, completely hiding it from view, and all very much interested. Making his way as politely as possible up to the front of the crowd, he in turn discovered the colored ranges, and instantaneously became a booster.

By the time the convention was

More than a  
*million*

Iowans live within a three  
hour auto ride of Des Moines!



229,587 Daily Circulation\*

99% in Iowa

**The Des Moines  
Register and Tribune**

\*NOVEMBER NET PAID AVERAGE

over, practically all the retail sales managers of the gas companies had learned about the new idea in ranges, and the fight began to work out plans for their manufacture and sale.

The problem was complicated by the fact that at that time there was a general feeling among gas companies that gas range sales held little interest for them, because of the virtually complete saturation of the market. In most cities that have gas at all—that is to say practically every incorporated city in the United States—every house, to all intents, within reach of the gas mains, has been piped for gas, and every house that has been piped has some sort of range in it. As the gas company's principal commercial objective is to find new customers for gas service, and as the range business, except in infinitesimal degree, has become purely a replacement business, it was hard to stir up much enthusiasm among the gas companies for the promotion of the colored range.

And as in most cities the gas company is a very important factor—in many the most important single factor—in the retail distribution of ranges, the manufacturers were not inclined to press the matter more rapidly or more aggressively than the gas companies. At present, however, these obstacles to co-operation have been, it is understood, practically completely overcome, and nothing remains but the formal announcement of the new idea.

### J. M. Tuthill Joins Peerless Electric Company

John M. Tuthill has joined the Peerless Electric Company, Warren, Ohio, as general sales manager. He was formerly with the Shredded Wheat Company and the Niagara Falls Power Company, both of Niagara Falls, N. Y.

Phil F. Toman will be sales manager of the motor division of the Peerless company.

### Smokador Account to J. Walter Thompson

The Smokador Manufacturing Company, New York, Smokador smoking stands, has appointed the J. Walter Thompson Company, Inc., to direct its advertising account.

### MacLean Succeeds Leininger on "Liberty"

Waldo MacLean has been appointed Eastern advertising manager of *Liberty*, New York, succeeding A. R. Leininger, resigned. For about the last two years Mr. MacLean has been division manager of the New York City territory.

M. V. Edds has been advanced to the position of division manager of the metropolitan division, which includes New York City, Northern New Jersey and Connecticut.

William Raughley has been advanced to the position of division manager of the Southern Division.

### Elected to Directorate of Frank Presbrey Company

Charles D. Spalding, J. H. Donahue and Arthur F. Sachtleben have been elected members of the board of directors of the Frank Presbrey Company, New York advertising agency.

Mr. Spalding was formerly business manager of *McCall's Magazine*, New York. For several years Mr. Donahue has been vice-president of the Presbrey agency. Mr. Sachtleben has been with that agency for a period of more than twenty years.

### W. C. Mayborn, Business Manager, Houston "Press"

Ward C. Mayborn, general business manager of the Southwest Group of the Scripps-Howard Newspapers, has been appointed business manager of the Houston, Texas, *Press*. He succeeds John H. Payne, who resigned after holding that position for the last eight years.

### Club Aluminum Account for Brinckerhoff, Inc.

The Club Aluminum Company of America, Chicago, maker of Club aluminum ware, has appointed Brinckerhoff, Inc., Chicago advertising agency, to direct its advertising account. Newspapers and magazines will be used.

### Baltimore "Sun" Appointments

C. Dorsey Warfield has been appointed junior assistant business manager of the Baltimore, Md., *Sun*. E. Paul Flaherty is now assistant secretary-treasurer. George T. Bertsch has been made classified advertising manager. All of these men have been with the *Sun* for several years.

### Dudley Lock Account to Carroll Dean Murphy

The Dudley Lock Corporation, Chicago, manufacturer of Dudley keyless combination locks, has appointed Carroll Dean Murphy, Inc., Chicago advertising agency, to direct its advertising account.

---

Read by Four Out of Every Five Greater Milwaukee Families

---

# A 20% Gain in Roto Lineage!

**N**ATIONAL Roto Advertisers used 20.2% more lines of paid advertising in the Monotone Roto Picture section of The Sunday Milwaukee Journal during 1927 than in 1926—a total of 260,148 lines.

The Monotone Roto section—and the new color-gravure picture section added to The Sunday Journal in October, 1927, are the only gravure sections published for the prosperous residents of the rich and stable Milwaukee-Wisconsin market.

In 1928—build sales for your product through this complete and effective roto service at one low advertising cost.

**THE MILWAUKEE JOURNAL**  
**FIRST BY MERIT**

---

More Than One Half Million Wisconsin Readers Every Day

---

# A Judgment on Chicago N Values that

*Speaks for*

## The Score for 1927

*Total Display Advertising in  
Chicago Daily Newspapers:*

Agate Lines

The Daily News 17,109,442

Second Paper... 14,459,232

Third Paper..... 12,620,446

Fourth Paper.... 5,484,882

Fifth Paper..... 5,018,018

Sixth Paper ..... 4,024,769

## THE CHICAGO D

NEW YORK  
J. B. Woodward  
110 E. 42d St.

CHICAGO  
Woodward & Kelly  
300 N. Michigan Ave.  
MEMBER OF THE 100,000

Advertising

Repre

I

Wood

408 F

GROU

PUBLISHING MORE ADVERTISING THAN

ANY

# Chicago Newspaper Advertising

## works for itself-

**D**URING 1927 advertisers used more space in *The Daily News* than in any other Chicago daily newspaper. In display advertising *The Daily News* **INCREASED**, by nearly two hundred thousand lines, its lead over its nearest competitor.

## GO DAILY NEWS

Representatives: \_\_\_\_\_

**DETROIT**  
Woodward & Kelly  
408 Fine Arts Bldg.

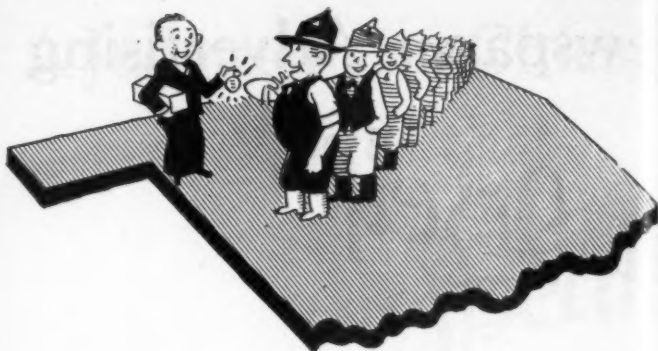
**SAN FRANCISCO**  
C. Geo. Krogness  
253 First National Bank Bldg.

GROUP OF AMERICAN CITIES

100,000

HAN

ANY OTHER CHICAGO DAILY NEWSPAPER



## Gold Medals for 18 Oklahoma *Master Farmers*

ON Friday evening, January 6th, Secretary W. M. Jardine of the United States Department of Agriculture presented eighteen Oklahoma farmers with gold medals and the title of Master Farmer at the second annual Oklahoma Farmer-Stockman banquet in Oklahoma City.

This yearly contest is sponsored by The Oklahoma Farmer-Stockman for the sole purpose of increasing the interest of Oklahoma farm folks in farming as a business. It is typical of the practical assistance which Oklahoma's only farm paper gives to its 178,428 readers.

The prestige and following of The Oklahoma Farmer-Stockman with the farmers of Oklahoma is based on consistent helpfulness in the business of farming in the state. Oklahoma farmers' belief in the state's only farm paper results in big sales for advertisers who use this paper.

**Carl Williams**  
Editor

**The OKLAHOMA  
FARMER-STOCKMAN**  
Oklahoma City

**Ralph Miller**  
Adm Mgr

Represented by E. KATZ SPECIAL ADVERTISING AGENCY  
New York Chicago Detroit Kansas City Atlanta San Francisco



# One Salesman-Owned Car May Cost You \$7,500

You May Think That You Are Covered by Insurance  
but There May Be a Loophole

By Alan Streeter

[EDITORIAL NOTE: The subject of this article is of the utmost importance to all employers whether or not they have a salesman-owned car problem. The same liability laws discussed here apply to janitors as well as salesmen.

The subject is too broad for the author to give much specific advice—individual cases should be handled in an individual way by competent counselors. It would be just as foolhardy for an employer to prescribe his own insurance as it is for him to act as his own doctor—but that is no reason why he shouldn't understand that exposure may result in pneumonia.]

ONE of the country's largest employers of salesmen—let us call it the Brownell Manufacturing Company—recently made a thorough study of its financial responsibility for physical injuries and property damage caused by *cars operated and maintained by its salesmen*. As a result, it was decided to undertake an extensive program of public liability and property damage insurance to provide "complete coverage" against this financial hazard. Before long, however, it discovered a serious loophole for heavy loss in the structure of its motor vehicle insurance program which it is now working energetically to plug up—and which it must, perforce, energetically continue to *keep* plugged up. It is a loophole that can—and probably does—exist in the insurance structure of every organization employing a large and widely scattered sales force that uses salesman-owned cars. It is an opening that cannot be too zealously guarded and maintained intact.

To insure a more complete understanding of the present situation, a brief review of the previously existing conditions should be had.

The Brownell Manufacturing Company is one of the many concerns that allows its branch and crew managers, when in need of

salesmen, to insert in their local papers the familiar, "Wanted, salesmen, those owning own cars preferred, etc." The names of businesses doing likewise must be legion.

A force of salesmen numbering between 4,000 and 5,000 is maintained by this means, about one in five being the owner of some kind of car. The company does not stipulate car ownership as essential to a place on its sales force, but it distinctly encourages it and pays an increased commission—in lieu of a maintenance allowance—to men who do own cars. The car-owning salesman is a distinct asset; he can give less fortunate men a "lift" into rather isolated sections, carry a small stock for immediate deliveries, and speed up production generally.

Aside, however, from paying the additional commission and calling that day blessed that brought a new car-owner into the sales force, the company paid no attention whatever to its huge volunteer fleet until a situation arose which thoroughly convinced Brownell, the company's executive head, that *the salesman-owned car is packed with potential dynamite* unless surrounded with all of the insurance protection that customarily surrounds a strictly company-owned car.

Brownell's friend, Johnstone, had employed a salesman in a large city at the other end of the State in which Johnstone had his place of business. He did so, unaware even that the man possessed an automobile. The man's sales were good—very good. In fact, Johnstone often wondered how the man covered so much ground. He found out about a year later when he received a letter from a lawyer in the salesman's territory, notifying him that

the salesman's car had maimed a young girl and quering as to just what he (Johnstone) intended to do about it to keep the matter out of court.

Johnstone called his salesman in for a conference and, after discovering that the man carried adequate public liability and property damage insurance—in his own favor—he thought so little of the matter that he did not even consult his own attorney but simply requested the salesman to take the matter up with his insurance company.

To make a long story short, Brownell's friend Johnstone paid \$7,500, plus court costs, finally to write finis to the incident—there is potential dynamite packed in every salesman-owned car that is allowed to run fancy-free.

Johnstone's experience taught Brownell four things. They are four points that, a little questioning will disclose, are little known to business men who advertise for salesmen, "preferably those owning their own cars"; or, if they are known, they are certainly carelessly disregarded.

1. Employers are responsible for personal injuries and for property damage caused by cars being used in the company's service—regardless of who owns them. Excuses that the car's ownership rested elsewhere are absolutely no excuses at all. The nature of the car's use, plus its operation by a duly accredited representative of the company, who is engaged in the performance of his ordinary daily duties, are the relevant facts. The underlying law that *principals are responsible for the acts of their agents* is being applied with explosive force in the case of salesmen-owned and operated cars.

The only thoroughly valid defense is one that will show that the salesman was not operating the car on company business at the time of the accident, but was operating it for his purely personal pleasure. It is not so easy to make this defense hold water, however—especially if the salesman himself doesn't feel like giving such testimony. There are a few other defenses also—but they all entail

attorney's fees and court costs that are out of all proportion to the cost of adequate insurance coverage.

2. Claimants who are guided by clever lawyers are hardly apt to sue a work-a-day salesman of unknown tangible assets, when an established business house of known financial standing is convenient for the same purpose.

3. Claimants with shrewd counsel will not willingly face the barrage of trained investigators, claim adjusters and claim attorneys that the well-organized insurance companies are prepared to lay down in the path toward an excessive settlement of their claim. Given their choice between an efficient and sometimes cynical casualty company, and "cold meat" in the form of an unprotected employer, they will show a distinct preference for cold meat.

4. Public liability and property damage insurance purchased by the salesman himself does not protect the employer from claims arising from accidents occurring during the course of the salesman's duties; the salesman is protected, but his house is still open to suit. The salesman's personal insurance must be supplemented with "contingent liability" insurance in which the salesman's employer is named. This form of coverage insures the employer in addition to his employee and can be bought for a very moderate premium in excess of that paid by the salesman for his personal coverage.

#### AN INVESTIGATION NEEDED

Brownell, having discovered this much from his friend Johnstone's experience, made a quick calculation in common ratio—one car is to \$7,500 as 700 (or 800) cars are to X—and decided that a little investigation and a few restrictions were decidedly in order.

Investigation disclosed that, of the 700 or 800 salesmen-owned cars that were being used in the service of the Brownell Manufacturing Company, the number that were protected by their owners with any kind of insurance weren't worth considering and that, even

though a claimant were inclined to look to the car's owner for a settlement, there was scant hope of reaching one there and the claimant would, perforce, be compelled to look around for a "better defendant." While the men were a fairly well-paid group, they were certainly in no position to settle a claim arising from a serious accident.

The problem that the Brownell Manufacturing Company faced was to get insurance on 700 or 800 cars at the lowest possible cost, but to get it immediately—before any single serious accident would make any cost look small in comparison.

The company solved the problem by literally selling the idea of public liability and property damage insurance to its sales force, aiding the men financially so that it would be effective immediately, and getting its own money back in deferred payments. This initial coverage it supplemented with contingent liability insurance, bought entirely at the company's expense. The salesman was thus protected in his business and personal use of his car, while the company was protected against claims arising from business use.

In some cases, where the car was used almost exclusively for business purposes, or in the case of a salesman-owned truck, the company paid for all of the coverage placed on the car. A few border-line cases were handled by the company paying for the more costly initial insurance, while the salesman took contingent cover to protect himself.

In those cases where the salesman's earnings were insufficient to pay for the personal coverage, or where he refused point-blank to pay for it, he was given the choice of absolutely discontinuing the use of his car for company business or leaving the company's employ. Some exceptions were made—a very few—in the cases of a few real stars (as such exceptions are often made!). In these cases the company footed the whole bill, without further recourse.

The public liability policies

selected were of the \$10,000/\$20,000 type, providing a maximum indemnity of \$10,000 for injuries to any one individual and a maximum of \$20,000 to cover an accident involving two or more individuals. The cost of these \$10,000/\$20,000 policies was only slightly in excess of the cost of the "standard" \$5,000/\$10,000 contracts and the additional 100 per cent of protection they afforded appealed to Brownell and the men as well worth the slight additional cost. A study of some recent court decisions in which awards of from \$5,000 to \$10,000 have been made for comparatively minor injuries will readily confirm the wisdom of their choice of "additional limits."

Property damage limits were set at \$2,000, because such a contract costs only slightly more than the "standard" \$1,000 policy, and affords protection that should cover even the most serious of collisions.

#### COMPLETE COVERAGE—PERHAPS

With the contingent liability coverage, the Brownell people now appeared to be thoroughly covered against any claims arising from personal injuries caused by salesmen's cars, or by damage to other cars or property. While the company urged the men to consider the wisdom of carrying adequate fire and theft coverage, it felt that this phase of the insurance situation was none of its affair; it looked at collision insurance in the same light—if a salesman's own car was damaged, it was really up to him to decide if he would rather pay the repair bill himself, or have an insurance company pay it for him. Later, however, the company added salesmen's floater insurance to its schedule, to provide against the loss of stock being carried in these cars, due to fire or pilferage.

This looks like adequate and thorough protection. *Yet the company was recently faced with a claim on account of personal injuries against which it had no insurance and which caused it considerable embarrassment before it was finally settled out of court.*

The loophole for loss was found

in the persons of those salesmen who, upon entering the employ of the company, did not own a car, but acquired one later as they prospered. Another loophole was found in the persons of those men who, when they went on the payroll, declined to use their personal cars on company business—the slightly increased commission evidently not appealing to them—but who found it expedient to use them later. The latter group was especially prone to use them on "bad days"—rainy or snowy weather—this being just the sort of an occasion to facilitate an accident with its ensuing claim.

The company, of course, had made some provision for both of these conditions, but the provision consisted only of casual questions—or perhaps the eye of a crew manager lighting on a man driving a car which he had not been previously known to own. When a salesman entered the house's employ, he was asked if he owned a car and if he intended to use it for business purposes. If he answered in the affirmative, care was taken to bring it under the insurance protection. If he said that he did not—that usually ended the matter. The salesmen themselves, and particularly the branch managers and crew managers, were occasionally requested to furnish information about the number of cars being used, but the matter was either handled in such a careless way that no particular good resulted, or the branch and crew managers really didn't know.

It was also discovered that the insurance on the cars—that portion which the company had paid for—was not always discontinued when the salesmen passed out of the company's employ. In many cases, it was allowed to run to the end of the policy period, although the salesman had left long ago.

The company now sends out a letter monthly, asking the salesmen to note in the margin whether or not they have driven an automobile during the preceding thirty days. That is all that is asked and the letter requires but a "yes" or "no" for answer. But an answer is insisted upon,

and the girl who is in charge of this work sees that she gets it.

If the answer is in the affirmative, check-up is made to see if the salesman is one of those covered by insurance. If he is not covered—and plenty of such cases are cropping up—his branch or crew manager is immediately notified and it is strictly his responsibility to see that the car comes under the coverage provisions—or to see that the car, if not the salesman, is immediately retired from company service.

Each resignation or dismissal from the sales force is also immediately checked against the insurance records and, if the departing salesman was a car owner, prompt cancellation of the company's insurance interests are effected.

The Brownell Manufacturing Company is now looking forward to its next claim with equanimity.

### Donald Jones Joins Johnson Motor Company

Donald Jones, formerly advertising manager of the Honeywell Heating Specialties Company, Wabash, Ind., has been appointed assistant advertising manager of the Johnson Motor Company, manufacturer of outboard boat motors.

The Johnson company recently moved from South Bend, Ind., to Waukegan, Ill.

### Electric Vacuum Cleaner Advances R. B. Wilson

Ralph B. Wilson has been elected vice-president and general sales manager of the Electric Vacuum Cleaner Company, Inc., Cleveland, manufacturer of Premier Duplex vacuum cleaners. He formerly held the position of manager of central station sales of that company.

### Frigidaire Appoints European Advertising Manager

Harry F. Dieter, of the advertising department of the Frigidaire Corporation, Dayton, Ohio, has been made European advertising manager of that company. He will make his headquarters at Paris and will have charge of all Frigidaire advertising in Europe.

### Airplane Engine Account to Cutajar & Provost

The Brownback Motor Laboratories, Inc., New York, maker of the Anzani airplane engine, has appointed Cutajar & Provost, Inc., advertising agency of that city, to direct its advertising account. Aeronautical magazines will be used.

Seasonal advertisers will tell you—"The Philadelphia Bulletin will sell *anything*."



The high character and tone of The Bulletin make it the preferred newspaper in nearly every Philadelphia home.

The Philadelphia trading area consists of about 600,000 homes. And The Bulletin is averaging 549,148 copies per day!

### ***Dominate Philadelphia***

Create maximum impression at one cost  
by concentrating in the newspaper  
"nearly everybody" reads—



## **The Evening Bulletin**

**PHILADELPHIA'S NEWSPAPER**

**New York Office**—247 Park Avenue (Park-Lexington Building)

**Chicago Office**—Verree & Conklin, Inc., 28 East Jackson Boulevard

**Detroit Office**—C. L. Weaver, Verree & Conklin, Inc., 321 Lafayette Boulevard

**San Francisco Office**—Slayton Ladue, Verree & Conklin, Inc., 681 Market Street

(Copyright 1928, Bulletin Company)

Member of Associated Press

**New York Evening Journal's Circulation**  
—more than **DOUBLE** that of any  
other New York Evening Newspaper  
**"Sold Out" Zipper Boots in New York Store**

**THE B.F. GOODRICH RUBBER COMPANY**

RUBBER  GOODS  
NEW YORK CITY

December 13th, 1927.

New York Evening Journal,  
2 Columbus Circle,  
New York City.

Gentlemen:

We have had many compliments on the four color double-page advertisement of Goodrich Zipper Boots, November 12th.

Considering the cost of this double page—less than eight-tenths of a cent per home reached and the fact that it reached over 680,000 homes in New York and suburbs—we are not surprised to find that the stores in New York are sold out on Goodrich Zipper Boots.

While our complete national magazine, radio and billboard campaign helped the Journal bring about this excellent result, we cannot help but believe our double page in the Journal is the most effective newspaper advertisement we have ever used for Zipper Boots.

The splendid co-operation received from your Merchandising Department and the confidence the dealers of New York have in the Journal helped our salesmen get the proper distribution of Goodrich Zipper Boots—and we wish to thank them and you.

Yours very truly,

(signed) L. A. McQueen,  
Ass't General Sales Manager.

LAMcQueen-B

lation  
r  
Store

# Incomparable Sales-Producing POWER of the New York Evening Journal

7.

Each year advertisers become more thoroughly convinced of the New York Evening Journal's power to produce sales.

Each year advertisers consistently invest more money in the New York Evening Journal than in any other New York evening newspaper—because it produces incomparable results.

CIRCULATION FOR SIX MONTHS ENDING  
SEPTEMBER 30, 680,681 DAILY NET PAID

## NEW YORK EVENING JOURNAL

*Greatest Circulation of any Evening Newspaper in America  
and a QUALITY Circulation at THREE CENTS a Copy Daily  
and FIVE CENTS a Copy Saturday*

913 Hearst Building  
Chicago, Ill.

2 COLUMBUS CIRCLE  
New York City

General Motors Building  
Detroit, Mich.





*in Motor-Wise  
Detroit,  
the News is the  
Automotive  
Leader!*

*Leads in Total Automotive  
Advertising as Well as in  
Passenger Car and Truck  
Advertising*

**P**RINTING a separate and outstanding automotive section with a decided news appeal, The Detroit News is Detroit's first automotive newspaper. Its pages are devoted to automotive events of premier importance and to helpful articles of interest to motorists. Its road logs, maps and vacation suggestions have become the accepted guide for Detroit's great army of automobile owners. For these reasons and because The News reaches four out of every five homes in the Detroit market receiving any English newspaper, The News is likewise Detroit's most productive automotive advertising medium.



### Leads Weekdays, Sundays, or Both

*Figures in Lines for Year of 1927*

<i>Weekdays</i>	<i>Sundays</i>	<i>Total</i>
News ..... 758,058	News .... 1,026,886	News .... 1,784,944
2nd Paper.. 551,166	2nd Paper. 856,520	2nd Paper. 1,407,686
News Lead.. 206,892	News Lead 170,366	News Lead 377,258

# The Detroit News

The HOME Newspaper

356,000 Sunday Circulation

New York Office  
I. A. KLEIN  
50 E. 42nd St.

330,000 Weekday Circulation

Chicago Office  
J. E. LUTZ  
6 No. Michigan

# The 150 Leading Magazine Advertisers of 1927

They Spent Nearly 50 Per Cent, \$95,365,086, of the Total Magazine Advertising Expenditures for All Advertisers Last Year

**B**EFORE any use is made of the list that follows or any conclusions drawn, it should be understood just what this list is—and is not.

It is a list of the 150 leading national magazine advertisers of 1927, printed here through the co-operation of the *National Advertising Records*, published by the Denney Publishing Company, Inc. The figures represent the amount spent by these advertisers in a total of ninety-two magazines. These publications include seventy-eight monthlies, ten weeklies and four semi-monthlies.

The figures do not represent the total advertising appropriations of these 150 advertisers. These figures do not include, for example, appropriations for business-paper, newspaper, direct-mail, outdoor, car-card or radio advertising.

Please note that these 150 advertisers are arranged in the order of the volume of their expenditures and also that the records of these advertisers, including the detailed records of their subsidiary companies as shown, cover the magazine advertising expenditures of 206 organizations.

The total advertising in these ninety-two magazines for the 150 leading advertisers for the year 1927 is \$95,365,086, constituting nearly 50 per cent—to be exact, 49.98 per cent—of the total advertising expenditures in these same publications for all advertisers for the year 1927, which amount is \$190,817,540.

For the sake of comparison, the 1926 appropriations are also being given. These figures are taken from a list which was printed in the February 10, 1927, issue of *PRINTERS' INK* (also through the co-operation of the *National Advertising Records*) of the 125 leading magazine advertisers in a total of ninety-four magazines. In a few instances the 1926 figures are

not given. This indicates that the company's 1926 magazine advertising figures are not available at this time.

	1927	1926
General Motors...	\$6,399,978	\$4,683,826
Including:		
Chevrolet .....	1,184,446	972,144
Buick .....	1,059,784	970,534
Cadillac-La Salle .....	819,635	*472,130
Oakland-Pontiac .....	659,900	322,600
Frigidaire .....	638,796	439,450
Fisher Body...	504,605	496,970
Olds Motor Wks. ....	452,046	446,896
Ethyl Gasoline..	418,262	
Institutional ...	211,250	256,700
Delco-Remy ...	141,500	36,000
AC Spark Plug .....	133,169	140,000
Delco-Light ...	88,925	64,609
United Motors Service.....	40,000	7,638
GMC Truck....	32,000	
New Departure Mfg.....	15,660	14,480
Postum Cereal Co. ....	3,377,828	3,027,019
Including:		
Postum Cereal..	1,841,683	2,061,501
Jell-O Co.....	483,350	544,950
Igleheart Bros..	266,925	267,400
Minute Tapioca..	175,168	153,168
Log Cabin Prod..	164,968	133,000
Walter Baker... ..	151,698	
Franklin Baker..	147,161	
Rich. Hellmann ..	146,875	
Procter & Gamble..	2,783,050	2,626,274
Campbell Soup... ..	2,022,150	2,024,786
Lambert Phar. Co. ..	2,021,931	2,158,750
R. J. Reynolds Tob.	2,009,070	1,533,850
Fleischmann Co..	1,654,954	1,573,428
Colgate & Co.....	1,470,941	1,970,380
Including:		
Colgate & Co...	809,955	1,164,281
Pompeian Co...	660,986	806,099
General Electric..	1,457,948	882,575
Quaker Oats Co..	1,419,717	
Including:		
Quaker Oats...	926,842	862,162
Aunt Jemima...	359,400	198,375
Muffets Corp...	133,475	
Chrysler Motor...	1,415,117	1,264,781
Kotex Co. & Kleenex Co..	1,374,211	982,084
Including:		
Kotex Co.....	1,163,848	
Kleenex Co.....	210,363	
Lever Bros. Co...	1,250,756	1,114,395
Amer. Tobacco...	1,226,244	888,367
Pepsodent Co....	1,202,306	831,794
Lehn & Fink, Inc..	1,146,210	973,916
Including:		
Pebeco, Inc....	501,094	417,170
Lysol, Inc.....	332,610	290,210
A. S. Hinds Co...	312,506	266,536
Congoleum-Nairn..	1,140,650	1,429,975
Willys-Overland..	1,066,700	1,103,888
Bristol-Myers Co..	1,033,279	818,784

\*Not including La Salle

	1927	1926		1927	1926
Armstrong Cork..	1,019,800	938,850	Standard Oil Com-		
Including:			panies .....	477,741	360,539
Armstrong Cork	982,450		Including:		
Armstrong Cork			S. O. of N. J....	259,536	167,200
& Insulation..	37,350		Nujol Lab's....	204,405	179,249
And. Jergens Co..	1,017,191	887,950	S. O. of Calif..	10,200	10,750
Palmolive-Peet Co.	989,908	985,570	S. O. of N. Y..	3,600	3,340
Calif. Pack. Corp.	973,757	688,475	Firestone Tire &		
Dodge Bros., Inc.	952,661	1,238,449	Rubber Co.....	476,939	502,351
Including:			Auburn Auto. Co.	471,872	
Dodge Bros., Inc.	706,611		Including:		
Graham Bros....	246,050		Auburn Auto Co.	367,872	
Victor Talk. Mach.	945,730	775,800	Lycoming Mfg.	56,000	
Packard Motor Car	938,110	709,160	Spencer Heater.	48,000	
Hudson-Essex Mo-			Kellogg Co.....	457,508	290,121
tor Car Co..	925,710	430,750	Sterling Products.	445,578	
Southern Cotton			Including:		
Oil Trading Co.	917,629	664,310	Bayer Chemical.	166,414	
Union Carbide &			Chas. H. Phil-		
Carbon Corp.	893,957	678,185	lips Chem. Co..	156,956	
Including:			Centaur Co....	76,181	
Nat. Carbon Co.	798,871	517,598	Danderine Co..	34,656	
Prest-O-Lite Co.	51,186	159,087	Calif. Fig Syrup	11,371	
J. B. Colt Co..	34,400		Oneida Com., Ltd.	445,150	490,187
Carbide & Car-			Wander Co.....	440,557	264,714
bon Chem. Corp.	9,500	1,500	Nash Motors Co..	438,990	449,250
Wm. Wrigley, Jr.	890,649	196,257	Calif. Fruit Grow-		
Cudahy Pack. Co.	836,120	786,393	ers Exchange...	419,867	344,753
U. S. Rubber Co.	824,564	496,488	Washburn Crosby	418,185	537,080
Including:			Paige-Detroit Mo-		
U. S. Rub. Co.	784,564		tor Car Co.....	415,150	439,150
G. & J. Tire Co.	40,000		Elec. Refrig. Corp.	406,613	254,675
Pond's Extract Co..	810,084	762,033	Including:		
Swift & Co.....	807,523	702,620	Kelvinator Corp.	261,830	238,150
Vacuum Oil Co..	791,400	834,300	Leonard Refrig.	132,600	9,925
Inter. Silver Co.	759,820	586,825	Jewett Refrig...	12,183	6,600
Liggett & Myers			R. L. Watkins Co.	404,625	445,090
Tobacco Co....	713,880	716,737	Mennen Co.....	402,132	359,021
Hupp Motor Car.	690,625	422,875	Sherwin-Williams.	401,950	267,410
Borden Company..	677,737	562,220	Corn Products Re-		
Forhan Company.	649,281	556,367	fining Co. ....	396,145	214,095
E. R. Squibb....	643,386	507,526	S. F. Whitman &		
Texas Company...	638,900	698,600	Son, Inc.....	393,350	335,170
Radio Corp. Amer.	613,245	681,580	Selby Shoe Co..	390,920	334,160
Reo Motor Car Co.	611,000		Including:		
Fels & Company..	598,127	579,828	Selby Shoe Co.	332,470	292,410
H. J. Heinz Co..	592,321	545,097	E. T. Wright &		
C. M. & St. P. RR	585,774		Co.....	58,450	41,750
Eastman Kodak...	576,573	509,265	W. A. Sheaffer		
Sun-Maid Raisin			Pen Co.....	387,742	306,740
Growers .....	572,750	537,210	Parker Pen Co..	387,085	457,880
Cream of Wheat..	571,635	598,050	Hoover Co.....	381,900	345,060
Atwater Kent Mfg.	559,940	573,056	Mont. Ward & Co.	381,520	350,718
E. I. du Pont de			Bauer & Black...	381,413	308,164
Nemours & Co.	557,479	722,469	Western Co.....	360,972	243,991
Goodyear Tire &			Stewart-Warner		
Rubber Co.....	556,260	436,388	Speedometer ..	360,833	542,150
Royal Bak. Powder	544,100	737,550	Including:		
Bon-Ami Company	537,250	532,550	Basick Mfg....	228,000	245,850
Metropolitan Life			Stewart-Warner		
Ins. Co.....	517,880	497,630	Speedometer .	132,833	296,300
S. C. Johnson &			Ford Motor Co..	358,555	674,810
Son .....	516,487	897,720	Including:		
Cheek-Neal Coffee	509,725	515,850	Ford Motor Co.	224,220	418,550
Simmons Co....	503,539	343,100	Lincoln Motor.	134,335	256,260
Valentine & Co.	503,230	569,008	Pro-phy-lac-tic		
Studebaker Corp.			Brush Co.....	358,126	315,343
of America.....	493,851	387,435	Johns-Manville ..	357,400	297,550
Paramount Famous			Standard Sanitary		
Lasky Corp.....	492,645	545,476	Mfg. Co.....	352,820	293,200
Armour & Co....	489,450	249,300	Kraft Cheese Co.	350,060	286,300
Including:			Reid Murdoch &		
Armour & Co..	281,500		Co. ....	347,677	308,100
Luxor, Ltd.....	207,950		Crosley Radio ...	345,923	
Kohler Co.....	488,690	353,620	Including:		
B. F. Goodrich			Crosley Radio...	309,546	193,425
Rubber Co.....	480,445	331,093	Amrad Corp....	36,377	
Timken Roller			Coca-Cola Co.....	343,935	385,150
Bearing Co....	479,540	265,700	Tide Water Oil		
			Sales Corp.....	342,000	224,000

Again, in 1927,  
**The INDIANAPOLIS NEWS**  
 (with its 6 issues a week)  
 carried *more*  
 National Advertising  
 (nearly half a million lines more)  
 than *all other*  
 Indianapolis  
 newspapers *combined*  
 (with their 13 issues a week)  
 . . . The morning-Sunday  
 paper and the second afternoon  
 paper both show losses  
 in 1927 compared with 1926,  
 but The NEWS had a  
 very substantial gain  
 in 1927 over its  
 great 1926 volume!



**The INDIANAPOLIS NEWS**  
*sells The Indianapolis Radius*

DON BRIDGE, Advertising Manager

New York: DAN A. CARROLL  
 110 East 42nd St.

Chicago: J. E. LUTZ  
 The Tower Bldg.

NEWS 1927 circulation was largest in NEWS 58-year history

	1927	1926		1927	1926
Hawaiian Pine-apple Co.....	339,000		Burroughs Adding Machine Co. (Including General Add. Mach. Exchange) ....	256,536	349,822
Collins & Aikman	336,000	185,800	United Fruit Co. Including:	256,051	376,587
Northam Warren	332,464	325,272	Fruit Dispatch Co. ....	238,720	355,700
Remington Rand Bus. Serv., Inc	327,630		United Fruit Co.	17,331	20,887
Including:			Douglas-Pectin ..	255,006	233,856
Rem. Typewriter	139,587	239,890	Curtiss Candy Co.	253,850	210,600
Rand Kardex	47,742		American School.	253,785	265,364
Service Corp.			Life Savers, Inc.	251,065	
Dalton Adding Machine Co..	38,000		Canners League of Calif.....	248,075	168,525
Kalamazoo Loose-Leaf Binder Co....	35,018		Scott Paper Co...	247,495	300,900
Remington Rand	33,513		Seiberling Rub. Co.	247,000	213,750
Baker-Vawter Sales Co.....	20,100		Amer. Stove Co..	246,870	248,530
Powers Accounting Machine Corp. ....	13,670		U. S. Gypsum Co.	245,897	390,382
Ass'n of Hawaiian Pineapple Cann-ers .....	327,400	334,175	Kelly Springfield Tire Co.....	243,960	227,786
Marmion Motor...	322,245	333,065			
Kroehler Mfg. Co.	321,600	285,500			
O-Cedar Corp....	319,448				
Amer. Telephone & Tel. Co. & Asso. Companies ....	317,681	302,867			
Coty, Inc.....	311,964	304,214			
Elgin National Watch Co.....	309,000	273,570			
Franklin Auto Co.	308,610	307,650			
Celotex Co.....	301,995	195,510			
Libby, McNeill & Libby .....	298,200	288,100			
J. B. Williams Co.	297,363	258,062			
Real Silk Hosiery Mills .....	296,000	396,337			
Brunswick-Balke-Collender Co...	294,127	170,591			
Holeproof Hosiery Including:	292,975	280,550			
Holeproof Hosiery Co.....	262,975				
Luxite Silk Products Co.	30,000				
Inter. Harvester Co. of America.....	292,475	251,241			
Elizabeth Arden...	290,485	235,185			
Pet Milk Co.....	283,200	244,900			
Cannon Mills, Inc.	281,800				
Crane Co.....	280,255	399,195			
Pennsylvania R.R.	279,615				
Western Clock Co.	279,422	166,810			
Resinol Chem. Co.	279,395	200,127			
Wheatena Co.....	279,035	316,979			
Western Electric.	276,890	438,631			
Including:					
West. Elec. Co.	105,840	256,881			
Graybar Electric	171,050	181,750			
Amer. Radiator Co. & Amer. Gas Products .....	274,348	363,620			
Norwich Phar. Co.	273,173	245,738			
S. Karpen & Bros.	273,046	221,000			
LaSalle Ext. Uni.	265,065	337,709			
Shredded Wheat Co. ....	262,785	151,794			
Laundryowners National Ass'n of U.S. & Can.	262,500				
Evaporated Milk Ass'n .....	262,054				
Elec. Vacuum Cleaner Co....	259,850	243,250			
Pillsbury Flour Mills Co.....	258,620	311,028			
U. S. Radiator...	257,150	198,030			

### New Accounts for Fred M. Randall Agency

The Ditzler Color Company, Detroit, and the Barnes Manufacturing Company, Mansfield, Ohio, have appointed the Fred M. Randall Agency, Detroit advertising agency, to direct their advertising accounts. The Ditzler Color Company is a manufacturer of automotive finishes and color enamel, and the Barnes company makes industrial pumps, enamelware and bathroom supplies.

### Death of John H. Ridenour

John H. Ridenour, since 1890 publisher of the Flushing, N. Y., *Evening Journal*, died on January 6 at Baltimore, Md. He was seventy years old. Previous to his purchase of the *Journal*, Mr. Ridenour had been managing director of the Scripps-McRae League of Newspapers, now the Scripps-Howard Newspapers, which at that time included three papers in Ohio and one in Kentucky.

### To Introduce Taxicab Advertising Device

The Livingston Taxi Advertising Service, Inc., New York, will on June 1, begin the installation in fleets of taxicabs in various cities, of an automatic advertising device that will allow twenty-one changes of copy at a rate of one change every seven seconds. John H. Livingston, Jr., is president and treasurer of this newly formed service.

### W. B. Parsons, Detroit Manager, American Press

W. B. Parsons has been appointed manager of the Detroit office of the American Press Association. He has been with the New York office of the American Press Association for the last two years.



© 1927 CONDÉ NAST PUBLS. INC.

**T**he top stratum of American society still continues not only to survive . . but even to receive with increasing appreciation . . the shocks which Vanity Fair administers to its mental fiber each month. For however startling Vanity Fair's selections from the world of art, for instance, may occasionally seem, they eventually become an important part of the nation's culture . . even at times, of its business. Witness the recent use of Rockwell Kent, Leon Underwood and Marie Laurencin by well known advertisers. To influence the taste . . and, perforce, the buying . . of modern, well-to-do people, requires just this independent . . and dependable . . leadership which is so characteristic of Vanity Fair.

{ 33 million display lines lead }

1908

20

1927

# Years of Leadership

33 Million Lines Lead in Practically Every Classification

**T**WENTY years of leadership! And 19 years of substantial gains.

The High Spots in 1927—our 20th year of leadership were the tremendous margin by which we increased our lead in **RADIO**—and sudden decisive swing of Automotive preference to the Times-Star.

Newspaper history is being made in Cincinnati. We commend the figures to your attention.

## CINCINNATI

Member Audit Bureau Circulations

CHARLES P. TAFT, Publisher

Eastern Representative:

MARTIN L. MARSH Phone Pennsylvania 0408  
24 West 40th St., New York City, N. Y.



## Note Times-Star's Accelerating Lead Every Year for 20 Years

Since 1908, the Times-Star has printed 156,289,507 display lines of advertising. During this time, the Times-Star has printed over 33,000,000 display lines more advertising in six days a week than the second paper has in seven! An astounding record!

And the lead for the same period over the other afternoon paper has been over 56,000,000 lines!

Still, these totals do not fairly estimate the *velocity* of the Times-Star advance. The lead

is *accelerating*. Advertisers in this newspaper buy on an advancing market.

And the very fact that every year but one, the Times-Star showed a substantial gain in display lineage indicates the solid and stable character of the Cincinnati market.

The tendency of Cincinnati to be a consistently growing market in spite of depressions in other markets is of unusual interest to wise manufacturers at this time.

	Total Times-Star Display Advertising Lines	Lead Over Daily & Sunday Enquirer Lines	Lead Over Cincinnati Post Lines
1908	3,157,791	395,787	647,465
1909	3,766,252	458,269	628,152
1910	3,952,739	385,700	847,539
1911	4,228,028	926,538	1,522,690
1912	4,595,338	752,558	1,213,142
1913	4,673,760	754,796	1,690,052
1914	4,854,836	909,434	2,186,428
1915	5,570,796	1,797,726	1,967,784
1916	6,280,533	1,814,547	2,009,070
1917	6,422,857	1,956,747	2,189,558
1918	6,516,111	2,217,313	2,072,473
1919	9,325,197	2,254,182	2,715,160
1920	9,651,817	1,073,233	1,713,761
1921	10,641,904	2,731,536	3,795,063
1922	10,459,407	1,921,031	3,949,463
1923	11,710,139	2,192,708	4,481,358
1924	12,026,469	2,406,201	5,503,785
1925	12,150,586	2,269,904	5,702,809
1926	12,979,281	2,505,475	5,578,090
1927	13,325,735	3,191,245	5,739,961

## 1928 Will Offer Still Greater Advantages to Advertisers!

# TIMES-STAR

100,000 Group of American Cities

C. H. REMBOLD, Manager

Western Representative:

KELLOGG M. PATTERSON Phone Central 5065

904 Union Trust Bldg., Chicago, Illinois

Agencies with new accounts  
will find Detroit a  
“gold mine” for “making good”  
with their clients—  
newspaper advertising in  
Detroit gets quick action—  
the high wage scale  
and the Detroit Times  
have a lot to do with it.

	<u>1920</u>	<u>1927</u>
DETROIT TIMES . . . (City Circulation)	5,025	251,259
DETROIT NEWS . . . (City Circulation)	205,911	247,154

---

*The Times has grown with Detroit*

---

---

# The Last of the Doffoils

The Story of an Old Man Who Wants an American Advertiser  
to Perpetuate His Name

By Roy Dickinson

PERHAPS you have never stood below the ramparts of that 13th century castle built by the Kings of Majorca, which holds its gray head high above the waters of the river Tet in that sunny part of France which lies only seven miles from the blue Mediterranean Sea. It may be that you have never waited by the old oak tree beside the Cathedral of St. Jean, which took 200 years to build, to watch, far below, the flocks of sheep driven at sundown by the peasants with their curious wide-brimmed hats.

Perhaps you have never seen, in that Cathedral, the immense reredos of white marble, carved with skill and care by that great 17th century craftsman Bartholomew Soler of Barcelona. You have never seen any of the city of Le Perreux?

Neither, unfortunately, have I.

It is, in fact, entirely probable that I have it confused with another French city, Perpignan the beautiful, where Philip the Bold died on his way back from Aragon. I have never seen Le Perreux, and have little hope of ever getting there. Yet I know there is an old man sitting there and he is thinking of some American advertiser. For regardless of its title and its unbusinesslike start this is an advertising story, a different sort of one.

An evening sky, glittering with bright stars; a table just inside the door of a warm little inn at the square where there is a statue to Francois Arago, the astronomer. Gentlemen, who are investing money to perpetuate a trade name, meet Monsieur A. Doffoil. He has been waiting for you.

There is, first of all, the fact to consider that he is the last of all the long line of Doffoils. His grandfather, just before our war of 1812, was Mayor of a town in France destined later to be known

to all the world as the place "they shall not pass": Verdun.

You see I know quite a bit about Monsieur Doffoil's family and his present ideas, for he has been writing me about his plans since last spring. As we sit with him over the coffee and cognac he will tell you, as he did me, what he has been worrying about, thus:

"For some time I have been on the lookout for all the writings I could reach regarding the question of names, in trade-marks and in business, of course, in PRINTERS' INK as in books and other periodicals.

"Not as a collector of snuff boxes or similar knick-knacks but to follow a peculiar idea which has been innocuous for over thirty years has developed in a perfect 'idee fixe,' the polite name for a hobby.

"As I now have made up my mind to see it through, I think I can do no better than ask your kindly advice, in the hope you will excuse my English if rusty, and pardon me if I chat over your patience!

"I am a Frenchman, over seventy years old, born near Verdun (in March, 1857.)

"My family was well known. We have never heard of any other Doffoil anywhere and although I have much traveled the world over, and made large investigations everywhere, first for curiosity's sake, I have been convinced years ago that I remain the only Doffoil alive.

"Of course, it is difficult to prove a negative fact, but as men don't grow with a name like mushrooms, and considering all my unsuccessful researches far and wide, I keep to my conviction. (I enclose a copy of a letter from the U. S. war office.)"

He sent me the documents from our war office which proved that

of the millions registered for service, there was not a Doffoil anywhere. To supplement his exhaustive research, I instituted one of my own. I looked on page 327 of the New York telephone book where the name should appear. It isn't there either. A good name, says the Old Testament, is rather to be chosen than great riches. A man who has a good old name hates to see it disappear from off the earth. But hear from A. Doffoil himself about the old English gentleman who walked into his life with an idea, and how the idea took root and grew:

#### A SUGGESTION

"About 1892, I met an old English gentleman presented to me as of high standing in society and of great experience in business; in reading my card, he made the remark that the name was uncommon—I told him I thought I had no homonym in the world. If so, was the reply, your name is worth a lot for a trade-mark.

"I didn't appreciate it much at the time and laughed at the idea, but now I think he was right, although I try not to be too optimistic in judging my own case.

"As I am a single man, no child or heir, I can dispose of my name for the present and future as I think proper."

The desire of A. Doffoil to perpetuate his name in some striking and original way, is as old as the desire for self-preservation. There were, for example, the McGillicuddys in the West of Ireland. Every year, for generations, the father and his sons carried a great gray rock to a certain spot and placed it carefully. The small boys brought little ones, and as they grew stronger they lifted heavier rocks. Year after year, generation after generation, the McGillicuddys toiled with their rocks, until finally a great pile, mountain-high, stood as a monument to their name. The most beautiful building in the world raises its glorious towers, a poem in white marble, to perpetuate the name and memory of Mumtaz Mahal. Then there are the pyra-

mids and any number of temples, tombs and statues.

But there is nothing living and alive about such memorials. They may have the qualities of beauty and durability, but there are other qualities a man would desire for his descendants, if he had them, to carry on for him; other qualities he wants his name to mean in the countless years to come. Doffoil, of Le Perreux, has given much thought to this matter. He has found "nothing but strong arguments to show that the name of a product is the very hinge over which turns the success of its sale." He finds in the fact that a man puts a name and a brand upon an article of merchandise and then stands back of it, a better method of perpetuating a name through the ages than building a pile of rocks or a mausoleum.

He discovers in the way a national advertiser stands behind the integrity and honor of a name, the sort of qualities he would want in his descendants. There are practical considerations to be thought about, for Monsieur Doffoil points out "the choice of such a name for selling and advertising is of importance second to none as the question is not only to reach a customer, but to keep him in avoiding confusion with other names and products.

"Everyone agrees that a trade-mark should be created so as to read and sound well and if possible in different languages, and be easy to remember, to the eye and mind; as in advertising it is only what the reader keeps in memory that accounts for business.

"But that created word, even in its perfection, is often much like a vulgar label, a dummy or the scarecrow it is intended to be, with little or no life in it, and its very registration (among 500,000 others in Washington) may not give, in every country, the security expected or stand the test of lawsuits.

"It is quite different with a 'family name' the only belonging. In fact, no one, even a judge, can tear from its bearer who retains the absolute right to use it everywhere and the illegal use of which

Of six Chicago newspapers, the Chicago American alone achieved a gain in total advertising lineage in 1927. As witness:

## Chicago American 549,675 Lines GAIN

Second Paper . . 881,388 Lines LOSS

Third Paper . . 651,168 Lines LOSS

Fourth Paper . . 613,224 Lines LOSS

Fifth Paper . . . 140,211 Lines LOSS

Sixth Paper . . . 101,511 Lines LOSS

(From advance report of the Advertising Record Company of Chicago. Arrangement in accordance with gains and losses.)

The Chicago American continues to dominate the evening field in Chicago by more than 100,000 circulation.

# CHICAGO AMERICAN

A good newspaper

RODNEY E. BOONE

General Manager National Advertising  
9 East 40th Street, New York

by others is treated with more speed than infringements to trade-marks made to order. Therefore, a family name that would unite the particulars of a good trade-mark (by its good reading and sounding) would certainly be far better for all purposes than the created one and be very valuable for its owner who could, so to say, build on solid rock.

"How is it, then, that a businessman so seldom uses his own name to protect his goods and that writers on the question don't point to the great advantage of it?—simply because most patronymic names are quite unfit in themselves and what's more are generally surrounded by a whole string of homonyms, near and far."

There is much truth in this old Frenchman's words. The relation between good names and good advertising has always been a close one. The names of men have stood time's test, as a rule, far better than trick names. There were scores of words ending in "mobile," for example, when the horseless buggies first made their appearance. Only a few survive, but names like Studebaker and Ford have persisted and will probably continue until the end of time. And there was a Frenchman named Cadillac, another named La Salle, to whom the General Motors Corporation is building living monuments of service, durability and beauty; so you see Doffoil's plan is unusual only because it is a living man who wants to have a similar monument constructed. That is the idea from his viewpoint. From the advertiser's point of view he puts the matter thus:

"After all, we must bear in mind that trade-marks have been invented, first to remedy the poor diversity of surnames.

"This amounts to say that if a 'suitable' family name happens to be unique in the world it will remain so, which case must be extremely rare; it has, in good hands, a real value for selling and advertising purposes.

"I am well aware that before a trade-mark becomes an asset of distinct value the goods themselves must acquire a large and wide sale,

but when a wise man is about to start a new concern, or is modernizing his output, he must know all about his manufacture or product and build so as to be able to run his business abreast with possible demand—in fact, he must foresee a success, but instead of being handicapped by a wrong name, that success will be much larger and certain if he is able to get protection by a suitable name which no one could pirate."

Right you are, Monsieur Doffoil of Le Perreux. A man must foresee success for the product he names and invest large sums to make it stand for honor and integrity in the market-place, and then sometimes it is pirated by an obscure person with a similar name. If you are the only Doffoil in the world this could not happen to you. How do you propose going about the matter of dividing your unique name with another? Can you give him a name which cannot be pirated? What is your proposition?

#### MONSIEUR DOFFOIL'S OFFER

And A. Doffoil, through the cigar smoke, leans across the table and replies in his own words:

"This is exactly what I can do for a decent man in America and I think there is strong reason to believe one—and one only—is to be found who will appreciate the advantages of my proposal.

"I must here let you know that I will not be guided by the highest offer and will place first and foremost the moral character of the partner I am looking for, and I would much rather do nothing than negotiate with anyone doubtful—besides, my terms will be as reasonable as can be with the right man.

"As my age does not allow much delay in realizing my share of the interest I put in value, I think an annual life rent, until my death, would be the fair thing. The way to proceed to this uncommon transaction is most simple—to draw first a deed of partnership between myself and anyone for any purpose and with the exclusive right for the use of my name for commercial purposes over the world and for a period up to ninety years



# A RECORD!

**DURING** the year 1927, THE EVENING WORLD carried 9,891,749 lines of advertising—the largest volume it has ever printed in its 40 years' history.

—A substantial reaction on the part of advertisers to its fast-growing importance in the evening field.

**The Evening World**  
NEW YORK





# First in

New Orleans' one big news-  
paper again leads the entire  
South in volume of paid ad-  
vertising with

**18,765,860**  
lines published during 1927

1,217,610 lines more than  
the second Southern paper  
7,839,506 lines more than the  
second New Orleans paper

# the South

Only unusual, steadfast service to readers and results to advertisers could have sustained The Times-Picayune's record of leadership over the entire South as it was sustained! Only a great newspaper in a great market could have made The Times-Picayune's record in 1927!

Dominant in Circulation  
in Advertising and Prestige  
in the South's first market

Daily 92,157

Sunday 128,689

## The Times-Picayune

**In New Orleans**

Member 100,000 Group of American Cities, Inc.

Member Associated Press

Representatives: CONE, ROTHENBURG AND NOEE, INC.

Pacific Coast Representatives: R. J. BIDWELL CO.

**The second  
largest morning  
newspaper  
circulation  
in America  
in a morning  
newspaper city**



**THE CHICAGO  
HERALD AND EXAMINER**

*November Averages: Daily, 403,205; Sunday, 1,146,400*

**National Advertising Manager — J. T. McGIVERAN, JR.**

**EUCLED M. COVINGTON**  
285 Madison Avenue  
New York

**T. C. HOFFMEYER**  
625-6 Hearst Bldg.  
San Francisco

(or forever, according to law); the next day I can sell out all my right in the concern on such conditions as will give full satisfaction to all."

How about the name so far, in your lifetime, Monsieur? What have you done with it? What have you made it stand for?

And Doffoil replies:

"I do believe my name to be original and I have found it very convenient for long years, but although I kept it as clean within and without as I could, I leave peacock feathers for the use of marking Chinamen."

He will not boast at all, this old man of Le Perreux. He leaves peacock feathers to Chinamen. He has thought of objections:

"I know that the foremost objection to my theme is its novelty, and that, as a rule, common people and others are reluctant to study the value of an idea which has not been applied before."

We are not afraid of novelty here in this broad, geographically speaking, land of ours, Monsieur. There may be a man who makes an oil for men, machines or dry scalps who will like your name. Perhaps there is a man who contemplates bringing out a new straight-eight automobile, a new idea in airplanes, radio sets or vacuum cleaners who wants a name that no one else can ever use.

We will speak to them for you, Monsieur.

Here we have, gentlemen, the name Doffoil for sale, an annual life rent for the years of this man's life, then yours forever, if you are decent and honorable and will treat an old name well. A pretty tribute to you, gentlemen advertisers of America, who make products on which you are proud to put a name as a mark of quality and craftsmanship. A tribute from an old man in Le Perreux in sunny France, who finds that you are building names with your advertising of as much permanence and more vitality than the pyramids of old.

The name Doffoil is offered for sale by the last of the Doffoils. Did I hear a bid from the back of the hall?

## New Accounts for W. I. Tracy Agency

Irons & Hoover, Inc., New York, builder, and the Metropolitan Electric Manufacturing Company, Long Island City, N. Y., maker of Facealite, electric lighted mirrors for shaving etc., have placed their advertising accounts with W. I. Tracy, Inc., New York advertising agency. The Irons & Hoover account will use newspapers and class magazines. The Metropolitan Electric account will use newspapers.

## General Tire Company Has Record Sales

The net sales of the General Tire & Rubber Company, Akron, Ohio, were \$23,692,500 for the year ended November 30. This represents an increase of nearly \$4,000 000, or 21½ per cent over the preceding year. The profit was \$2,524,325 after charges, but before Federal taxes, for the same period.

## Appoint Alfred J. Silberstein, Inc.

The Indestructo Scarf Corporation and the Apparel Ingeniuties Corporation, both of New York, men's wear products, have appointed Alfred J. Silberstein, Inc., advertising agency, of that city, to direct their advertising accounts. Magazines and business papers will be used.

## R. A. Rawson Joins Moon Motor Car

R. A. Rawson, recently sales manager of the Elcar Motor Company, Elkhart, Ind., has joined the Moon Motor Car Company, St. Louis, as assistant general sales manager. He was formerly with the Stutz Motor Car Company of America, Indianapolis.

## C. E. Russey with Best-Clymer Company

C. E. Russey has joined the Best-Clymer Company, St. Louis, maker of preserves, in an executive capacity. He was formerly general manager of the American Ammonite Company, New York.

## To Acquire Rome Manufacturing Company

The Rome Brass and Copper Company, Rome, N. Y., will acquire the Rome Manufacturing Company, of that city, which makes radiators and other metal products.

## Starts Seattle Business

The Schooley Advertising Service, direct mail and specialty advertising, has been started at Seattle, Wash., by Henry H. Schooley.

# Merchandising a Hole in the Ground

Paid Space Is Used by Endless Caverns to Create Prestige for Advertising Specialties Given to Tourists

THERE is no little economic value placed upon scenic wonders by the communities in which they are located. In some instances they provide the sole sources of existence to a community through the revenue they bring to businesses which cater to the needs and whims of visitors attracted to these sights.

They are among the considerations which induce people to travel over oceans and across continents. Their advertising value is reflected in the large amount of space which is devoted to stimulating desire and curiosity in the public mind by steamship lines, railroads, hotels and community associations. It is not to the wonders known to the whole world, however, that this article is devoted, but rather to those smaller marvels of nature which often are closely situated to many large cities. With the development of the automobile and good roads, they have become accessible to larger numbers of people, with the result that competition is springing up among communities to get tourists to visit local attractions.

In many instances these natural wonders are under private ownership. One such enterprise offers a good illustration of how merchandising and advertising may be profitably used to increase public patronage.

Endless Caverns, near New Market, Va., for example, were purchased by Colonel E. T. Brown and his son, E. M. Brown, in 1919. For thirty years the caverns had been closed because of inaccessibility. Before reopening them, the new owners had an iron bridge constructed over a creek, a macadam road laid, and a system of illumination installed. At that time, Colonel Brown says, he realized that it would be years before this investment could be made to pay any considerable return. He knew

that if the public did not know about Endless Caverns, it would not come to see them—that the only way to tell the public about them would be to advertise.

Since that time, it has been Colonel Brown's policy to put a large share of his operating surplus back into advertising. The Endless Caverns campaign is unique in the fact that publication space is devoted to featuring and advertising specialties.

When automobile touring was young and any trip was laborious and limited, pennants were bought in the towns visited and displayed on the back of the automobile to show how far one had journeyed. But it was easy for a souvenir stand to make a collection, too, and in almost any resort one could buy pennants of places which one had never seen.

## NO PENNANTS FOR SALE

It was to discourage this practice and to make the carrying of an Endless Caverns pennant a notice that a party had actually been through the Caverns that Colonel Brown concluded, several years ago, to give a pennant to each party that visited the caverns, but not to sell this pennant anywhere, nor to license anybody to sell it. In order that this pennant should also carry the idea of satisfaction in the visit, he directed that it should not be put on the back of any car without the owner's consent. Colonel Brown states that frequently these pennants are carried for thousands of miles. He buys them in 20,000 lots and gives them all away.

It was found practically impossible to reproduce views of the Caverns in a way that would give a reader any conception of their beauty. Therefore, beginning with the fall of 1927, publication advertising was used in which the pennant was featured. This advertis-



## “... and \$4900 Worth of Butter ...”

WHEN the purchasing agent for The Florida Times-Union family goes to market, the order is sizeable.

Butter for example—and agreeing with the usual laws of effective advertising, those brands which are backed by systematic effort in space are the brands which enjoy popular preference in Jacksonville.

Similarly for cereals, canned goods, branded staples, delicatessen products and the wide range of other foodstuffs which bear the momentum of skilful advertising.

49,000 families, influenced by one newspaper circulation, well deserve careful consideration in making up your national advertising list.

*Any merchandising question you ask  
will have a prompt response from—*

**The Florida Times-Union**  
JACKSONVILLE, FLA.

ing had two objectives: first, to give people who had not seen this natural wonder an idea of the pride of the management in the quality of its attraction; and, second, to explain the meaning of its emblem to every tourist passing a car bearing this emblem, thereby making him feel that he, too, must see this wonder.

The publications used in this campaign cover a wide field. They include:

1. Daily and weekly newspapers with-in contiguous territory where the counsel and advice of the boarding house proprietor, hotel clerk, garageman or pedestrian is sought by the passing tourist as a guide for his next stop.
2. Daily newspapers at points which are one or two day's stop for long distance tourists.
3. Winter and summer resort editions of newspapers which maintain travel information bureaus.
4. Automobile tour books, maps and guides.
5. Magazines devoted exclusively to travel.
6. Newspapers in great centers of population just prior to and during the vacation period.

In addition, wide distribution is made of booklets and road maps. These describe not only the Caverns, but sights and scenes en route and give the distances en route to the Caverns from various centers.

Inasmuch as most pennants may only be seen by an observer from behind a car, it was decided to use another advertising specialty which might be seen by those approaching a car. This is in the form of a bumper disk which is affixed to a car the same time as a pennant is put on. Both these forms of specialty advertising, in Colonel Brown's opinion, are most effective for his purpose. He believes that it expresses the pride of the proprietor in what he has to show the public, and the satisfaction of the public in what it has seen. It also tends to keep down false pretense in the matter of pennants, alike on the part of the showman and the public.

Although the Caverns have no dealer problems, the management makes good use of dealer-help material. Within a radius of 250 miles in all directions, several thousand gasoline-filling stations have been supplied with dealer-help ma-

terial. This is in the form of a sign containing a slot into which may be slipped a price tag for gasoline. At the top of the sign is the emblem, a blue and white circle with the wording "See Endless Caverns. Information here". The filling station man is supplied with Cavern folders and road maps which enable him to answer questions put to him by tourists who want to visit the cave.

As to the benefits derived from these forms of advertising, the management states that the best answer is to be found in attendance figures. These have increased every year and during 1927 every month exceeded the same month in 1926. Since the management has started to advertise its pennants and what they mean, it has noted a more complete willingness on the part of the visitors to accept and carry these pennants away.

### American Water Works Starts Institutional Campaign

The American Water Works & Electric Company, Inc., New York, operator of public utilities, has started a six-month institutional advertising campaign in magazines. The purpose of the campaign is to stress the various aspects of the service of subsidiary companies, such as impartial rates to all consumers, stability of business and emergency services. The series is designed to reach the consumer as well as the investing public. Rudolph Guenther-Russell Law, Inc., New York advertising agency, is directing the campaign.

### Marathon Battery Account to Buchen

The Marathon Battery Company, Wausau, Wis., manufacturer of radio and flashlight batteries, has appointed The Buchen Company, Chicago advertising agency, to direct its advertising account. Newspapers, business and farm papers will probably be used.

### F. J. Nichols Forms Own Business at Dayton

Frederick J. Nichols has resigned as director of the merchants service bureau of the National Cash Register Company, Dayton, Ohio, to start a marketing and merchandising service under his own name.

O. Rhodius Elofson and Howard M. Matthews have opened a studio in Chicago to do photo-retouching and wash-drawing work. Mr. Elofson has been with the Wm. H. Rankin Co., Inc., advertising agency.



Learn why more readers ask for TRUE STORY on the newsstands than for any other magazine in the world . . . Hear the dramatization of a True Story.

## LISTEN-IN TO THE WEEKLY

# True Story Radio HOUR

EVERY FRIDAY NIGHT

9-10 P.M.

8-9 P.M.

EASTERN

CENTRAL

STANDARD-TIME

OVER THE COLUMBIA CHAIN

WOR—New York—Newark

WADC—Akron

WEAN—Providence

WAIU—Columbus

WNAC—Boston

WKRC—Cincinnati

WFBL—Syracuse

WGHP—Detroit

WMAK—Buffalo—Lockport

WMAQ—Chicago

WCAU—Philadelphia

KMOX—St. Louis

WJAS—Pittsburg

WCAO—Baltimore

WOWO—Ft. Wayne



GIVE  
NEW YORK  
A CHANCE TO  
SEE YOUR  
ADVERTISING  
IN 1928

**THE NEWS**  
New York's Picture Newspaper

## Canada Seeks Blue-Sky Laws to Curb Shady Selling

ONE of the results of the enactment of the PRINTERS' INK Model Statute by twenty-three States, with the consequent interest aroused among the Better Business Bureaus throughout the United States, has been to inundate Canada with fly-by-night promoters who have found things too hot for them at home. At the present time, in each of the nine provinces of Canada, there is considerable agitation for greater protection against these harpies from across the border.

The problem in Canada—and in Ontario, especially—is made the more acute because, as a result of the growth of the mining industry, the number of investors is enlarging every day. So much publicity is being given to the mining industry, and the rumors of fortunes made and to be made are so numerous, that the average small investor who has been contented in the past with his safe 3 or 4 per cent is seeking more profitable ventures. The mining industry itself is singularly free from any stigma of illicit dealing. The problem, therefore, is not so much one of governing the operations of Canadian industries that are in an early and undeveloped stage, as of restraining the parasites who have found in this growing attitude of interest in investment a profitable and easy field for questionable undertakings.

Another important factor in the problem is the lack of control in the hands of each of the provinces. At the recent Dominion Provincial Conference, at Ottawa, it was held that Dominion incorporations of companies prevented the provinces from interfering with unscrupulous enterprises conducted in their territory. Attorney-General Cross, of Saskatchewan, pointed out that until 1923 the provinces had some rights in the control of sales—within their borders—of the shares and securities of Dominion incorporated com-

panies, but that the Supreme Court of Canada, in that year, had declared such sectional laws *ultra vires*. Attorney-General Price, of Ontario, pointed out that in a number of cases the Dominion authorities had granted incorporation to companies which individual provinces had deemed unworthy of a charter, thus virtually shutting off the possibility of proper control of these companies.

E. Gerald Hanson, president of the Investment Bankers Association of Canada, in a recent public pronouncement, states that "the large number of irresponsible dealers in securities in Canada is largely attributable to the energies of the Better Business Bureaus throughout the States, which owing to their activities, have been able to drive a large number of fly-by-night promoters across the border. These men, while operating principally in the States, with Canada as their headquarters, do not overlook the opportunity of placing their so-called securities here, and as a result many millions of dollars have been lost or are diverted from sound investment."

### MAY REGISTER DEALERS

Mr. Hanson states that after a careful study of the blue-sky legislation throughout the United States and Canada, his association has concluded that regulatory acts, based on an investigation of the security to be offered, are fraught with difficulties. The investment bankers favor a system of registering dealers and salesmen after careful investigation, and of providing a heavy penalty for those offering securities without authority. An important point is, that while the register should be open to public inspection, no actual certificate should be given to the salesmen, thus avoiding the possibility of forgery.

The association headed by Mr. Hanson, together with the Montreal Stock Exchange and the Montreal Curb Exchange, are actively proceeding with the formation of a joint Financial Better Business Bureau, and similar groups in Toronto are moving in the same direction.

# Is This a True Diagnosis of the Ails of Business?

A Prominent Jobber Believes It Is Suffocating for Want of Sustaining, Vital Elements and Gives Reasons for His Belief

By W. P. Munger

President, Burnham-Munger-Root Dry Goods Company

[EDITORIAL NOTE: It is hardly necessary to tell the readers of this article that **PRINTERS' INK** is not in accord with all the statements which its writer sets forth. "Profitless prosperity," as we see it, is a phrase that many business men may seize upon to typify their business condition merely because the percentage of their net profit is stagnant. There is presumably reason for debate upon certain features of the "illness" of business, as viewed by Mr. Munger. However, this is his opinion; it may be that readers of the article will want to point out what they believe to be flaws in the argument.]

OLD proverbs and modern slogans taken too literally, tend to distort our vision of the present and the future, as well as to lead us off on strange excursions of speculative business adventure. One of these adages—"do not bear the United States"—has had this effect. Even the act of questioning present business conditions is looked upon as an attempt to throw a monkey wrench into the machinery.

Sloganeers, employing the philosophy of "Pollyannaism," have been busy attempting to lull the nation into a state of placid satisfaction. They visualize the present glittering "unprofitable prosperity" as the "New American Tempo," "The New Business Era" and "The Evolution of American Business"; and, to frighten their audience into accepting this cheerful viewpoint, they hold up the old tabu of "Do not bear the United States."

Why not hesitate for a moment in the rush of affairs and try to get a clear view of the present situation? This might be done by hunting up some of the old landmarks that lead to profitable security, or we might get some indication of the conflicting principles at work by comparing the laws of nature with the laws of business.

The laws of business are as immutable as the laws of nature in their action and reaction. When they are obeyed, business lives; when they are disobeyed it dies:

Nature's laws, which govern all living creatures, dictate that air is the first necessity of life; allowed air and food but deprived of water, and days of excruciating agony follow before death occurs; allowed air and water but deprived of food, weeks are consumed in lingering death.

If the first requirement of living creatures is air, the first need of business must be profits, as profits are the primary reason for the existence of business. Profits are its breath of life.

What has happened to the air of business in the last few years? Why has it lost its fresh, invigorating, life-giving qualities, and why is an element that has always been looked upon as boundless, becoming scarce?

Over-production of all commodities resulted in great masses of merchandise backing up on the manufacturers, distress prices were resorted to as a means of unloading, and the seasonal selling method crumbled in a lack of confidence on the part of wholesalers and retailers. This resulted in "hand-to-mouth buying" as a protective measure, while all business fought for volume in its effort to overcome overhead expense. The distress-price merchandise of the manufacturers became the sales inducement merchandise of the retailer.

High-speed methods of advertising and merchandising were resorted to by manufacturers, as a means of solving this problem, and orderly distribution disappeared beneath the flood, as completely as the dikes of the lower

Mississippi when the pressure became too great.

It is not strange that business is today gasping for air, and cannot seem to survive upon the devitalized hot air that is being supplied to it by propaganda experts.

The second fundamental requirement of living things in nature is water—correspondingly, the second need of business is transportation as commodities assume an added value only when they are moved from their place of origin to the place where they are desired. Transportation, like water, makes assimilation of nourishment possible.

During and since the war, transportation has undergone many changes—centralized control as a defense measure, labor concessions to maintain emergency service, readjustment of tariffs based upon the opening of the Panama Canal. Changing freight differentials between centers of population and many other readjustments occurred to disturb the established precedents.

Automobile development stimulated the building of thousands of miles of new roads, which expanded shopping radii and disturbed the fixed methods of distribution. Truck and bus lines developed and became active competitors of the railroads. All of these changes have brought about far-reaching and intangible effects that baffle analysis, causing business to blunder along under invisible handicaps which become most apparent when least expected. It is not an exaggeration to assert that the water of business is unpalatable and, to many, impregnated with the germs of destruction.

#### THE THIRD REQUIREMENT

The third requirement of nature is food—the corresponding need of business is production, the raising of raw materials and fabrication of finished products upon which business lives.

A great deal has been said about mass production, mass distribution, modern merchandising, national advertising and the ultimate

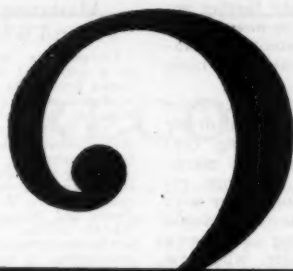
consumer, all of which has had the effect of stimulating greater and greater production. Overproduction in every line of business is the order of the day. Profits are ignored in the drive for volume. Distribution has become a wild scramble for outlets, regardless of expense. Great and wise business institutions are straining every effort to lift themselves by their own distribution boot straps. Business has been crammed and stuffed with food until it is suffering from indigestion.

This is the picture presented to those who have the temerity to ignore the old tabu. The air of business is diminishing, the water is fraught with danger, and the food cannot be consumed. What is to be done about it?

Profits are hurt by price demoralization, due to hand-to-mouth buying; are shrunk by transportation changes; and finally are given their knock-out blow by overproduction. So it would seem that the most important necessity in the whole problem is the restoring to business of a sufficient supply of air to enable it to breathe freely again. This can be accomplished only by adopting and putting into operation a completely new system of distribution.

In analyzing distribution, the manufacturer should base his problem upon the necessity of controlling distributing zones, and serving the shopping centers in that zone rather than individual retail stores. In striving for this, he would make a step in the right direction, and the problem of controlling production will assume a position of secondary importance.

The three million square miles comprising the area of the United States, should be broken up into their natural wholesale distribution zones, in each of which a distributor should be given the responsibility for sales and distribution in his territory, without having to combat local or foreign competitors. This would eliminate cross selling and brand demoralization, resulting from a multiplicity of wholesale distributors.



Where Are  
Yesterday's Customers

**SOME** of the ammunition spent on new prospects might well be diverted to getting old ones back on your books, and to strengthening your hold on the good stand-bys of the present.

The right sort of institutional book, or a series of mailing pieces written in the right key, would help to strengthen existing ties and renew old friendships.

We like to be consulted about problems of this sort.

**CHARLES FRANCIS PRESS**

461 EIGHTH AVENUE, NEW YORK  
PRINTING CRAFTS BUILDING



and would slow up the further development of "hand-to-mouth buying" by making it possible to stabilize prices on a seasonable basis again.

The wholesale distributor under such an arrangement should divide his territory into shopping centers, contracting with the manufacturer to supply only one retailer in each shopping center with his brand of goods. This would prevent cross selling and price cutting by the retailer, who now would have an incentive to push the sale of the merchandise, being assured of a reasonable return upon his efforts.

To make a plan of this kind effective, it is necessary for the manufacturer to establish an even, nation-wide price, based upon pre-paid freight, and to protect that price for a season's distribution. If a return to future buying is desired, leveling out the production curve will more than meet the apparent extra expense of such an operation.

Controlled distribution properly handled will repair all the damage that production and distribution have suffered. It will restore the air, clarify the water, and regulate the food of business.

### Ajax Rubber Company Buys McClaren Rubber

The Ajax Rubber Company, New York, Ajax tires, has acquired the McClaren Rubber Company, Charlotte, N. C. H. L. McClaren has been elected president of the combined concerns. J. C. Weston, formerly president of the Ajax Rubber Company, becomes chairman of the board.

### Stewart-Taylor Appoint Milwaukee Manager

Edward P. Shurick has been appointed general manager of the recently opened branch at Milwaukee of the Stewart-Taylor Company, Duluth, Minn., advertising agency.

### To Leave National Magazine Distributors

B. L. McFadden has resigned as vice-president and general manager of the National Magazine Distributors, Inc., New York. His resignation will take effect January 15.

## Marketing Co-operatives Favored with Liberal Laws

Co-operative marketing associations, as a result of legislation enacted by States during the last year, are enabled to function more effectively. A summary of developments has been made by the Department of Agriculture, and this indicates that co-operatives have been benefited by liberal laws.

Among the States which have recently enacted legislation affecting co-operatives are Wisconsin, New Mexico, Texas and Pennsylvania. Some of the matters covered in this legislation refer to recording of agreements; right of associations to market contracted crops although there may be a lien on these; responsibilities to lien-holders; requirement to file sworn statements of business done, loans made, commissions charged, etc.; right of authorities to investigate an association on request of board of directors or a certain percentage of membership; and legislation which relieves treasurers of agricultural associations from reporting to the State auditor the amount of indebtedness of the association owned by residents of the State.

## Motion Picture Publications Merge

*The Exhibitors' Herald*, published by Martin J. Quigley, and *The Moving Picture World*, published by the Chalmers Publishing Company, have merged. The first issue of the combined papers appeared January 7, under the name of *Exhibitors' Herald and Moving Picture World*. Mr. Quigley will be publisher and editor, with headquarters at Chicago. *The Moving Picture World* was established in 1907, and the *Exhibitors' Herald* was first published in 1915.

## New Accounts for Atlanta Agency

The Waynesville, N. C., Chamber of Commerce and Blyth, Witter & Company, Atlanta, bonds, have appointed Gottschaldt-Humphrey, Inc., Atlanta advertising agency, to direct their advertising accounts.

## J. E. Kilpatrick with Publishers Printing Company

Jay E. Kilpatrick has joined the Publishers Printing Company, New York, as manager of its direct-advertising division. He was for five years in charge of the New York office of The Corday & Gross Company.

## William Boyd Elected Bank Director

William Boyd, vice-president and director of advertising of the Curtis Publishing Company, has been elected a director of the Penn National Bank, Philadelphia.

# 1927 RECORDS

---

*The net paid sale of The New York Times reached new records in 1927. The sale weekdays now exceeds 400,000 copies; the sale Sundays is 700,000.*

---

## THE YEAR'S FIGURES

**TOTAL CIRCULATION (copies) ..... 157,182,838**

*No other newspaper has ever had so great a circulation as The Times among readers of the highest intelligence.*

**ADVERTISING SPACE (agate lines) ... 29,710,606**

*The Times excess over any other New York newspaper was 10,576,922 lines, notwithstanding the hundreds of thousands of lines of advertising annually declined by The New York Times because they do not meet its standards.*

**NUMBER OF PAGES PRINTED .. 12,329,485,176**

*Increase in 1927 ..... 813,495,960*

**PAPER CONSUMED (pounds) .... 196,820,166**

*Increase in 1927 ..... 10,886,909*

**INK CONSUMED (pounds) ..... 4,396,996**

*Increase in 1927 ..... 512,516*

# The New York Times

---

---

## The Hard Nut-Cracker of Advertising

THE twenty-five million readers of *The American Weekly* are entirely contained within the steady income, high wage districts of America.

Not a copy is placed where you can't place *goods* in credit-safety and maximum quantities.

*The American Weekly* contacts you with a liberal third of the *profitably* reachable and *literate* population of the United States, for sixteen thousand dollars a color page.

No lesser medium can keep *production* and *dividends* at *peak* levels.

*The American Weekly* is the *hard nut-cracker* of advertising—it does the jobs at which *weaker* publications constantly fail.

Here's a *colossus* straddling all the highroads of trade—casting an *overshadowing* influence on every primary market.

There are no *substitutes* for such service or territory. Its distribution is localized in the fifteen *chronic* areas of prosperity—the strongholds of national wealth—where the *breadline* is

never *headlined*—where capital cuddles its *surpluses*, and labor has no *lay-offs*.

These fifteen metropoli, and the seven hundred densely packed towns which girdle them, devour the majority of factory output, and *daily* purchase *more* necessities, conveniences and comforts than all the *remainder* of the country.

The *most* and the *best* of clothes, foods, cosmetics, home fittings and automobiles are continuously consumed thereabouts.

Uncle Sam carries his *reserve* *billions* in the fifteen pockets of this *ready-money* belt.

The richest folk, the shrewdest investors, the greatest merchants, the steadiest employed wage-earners are *massed* in *American Weeklydom*.

They live on *certain* incomes, more expensive habits, more indulgences and *more* means to *satisfy* them than any other five million families on earth.

They live on *certain* incomes, not *uncertain* acreage.

The *rise* of wheat, or the *fall* of copper — the ravages of

---

---

*cyclones, floods and corn-borers* neither regulate nor diminish their spending capacity.

*American Weekly* circulation blankets the department stores and chain store public.

Twice as many hill-billies, cross - roaders, millhands and plantation workers don't use half so much merchandise, or merchandise of half the assortment and quality.

*The American Weekly* sells the biggest bulk of circulation in history and sells it on the premise that mere bulk is meaningless in circulation.

A promiscuous list of publications with double the total of readers can't capture or hold equal markets—neither can such a list promote products so cheaply and secure repeat orders at the same cost.

Map coverage is a delusion and a fallacy.

Appropriations sprayed randomly are squandrous gestures.

Concentration, saturation and domination alone pays—as the fast-growing lineage and consistently heavier page contracts of *The American Weekly* convincingly attest.

We offer five million clean, lean circulation—threw and tendon and lifting-power circulation—circulation without pad or flab—circulation held on editorial interest—sustained without premiums, clubbing combinations or discounts—solid news-stand distribution at ten and fifteen cents per copy.

Every other influential weekly sells for less and none sells half so big an edition.

We offer magnitude, smashing space, full color, net figures and production records, to any balance sheet that prefers dividends to prejudices.

# THE AMERICAN WEEKLY

Greatest  
Circulation  
in the World

A. J. Kobler, Pres.

Read by 5,000,000 families every week

Main Office: 9 East 40th Street, New York City

Branch Offices:

WRIGHT BLDG. CHICAGO	5 WINTHROP SQUARE BOSTON	753 BONNIE BRAE LOS ANGELES	222 MONADNOCK BLDG. SAN FRANCISCO
11-250 GENERAL MOTORS BLDG. DETROIT	1138 HANNA BLDG. CLEVELAND	101 MARIETTA ST. ATLANTA	

© 1927 by American Weekly, Inc.

Great Britain Rights Reserved



At the Capitol of  
"This Nation on Wheels".....

## The Washington Automobile Show and "Si" Grogan

For any desired information or cooperation in connection with the Washington Automobile Show to be held in the Auditorium January 29-February 4, call on "Si" Grogan, now advertising manager, but for 12 years Automotive Editor of the Washington Post.

Through the Washington Post you will be able to present your message to practically every possible motor car buyer in Washington, "the first thing each morning" during the show . . .

But particularly you will want copy in the Washington Post Automobile Show Number, Sunday, January 29th. Make reservations now.

PAUL BLOCK, Inc., *National Advertising Representative.* New York, Chicago, Boston, Detroit, Philadelphia and San Francisco.

# What Are You Paying for Advertising Brains?

The Organization Problem in Industrial Advertising

By Harry Merrill Hitchcock

"YOU'VE got too — many people in your department, and you're paying them too — much money."

That, an industrial advertising manager of my acquaintance tells me, was the greeting he received when, following a change in administration, he first reported at the office of his new general manager. It is set down here because it seems like an excellent starting-point for coming to grips with the realities of industrial advertising of today; the realities underlying a widespread feeling that advertising in industry is suffering chiefly from inadequate organization and insufficient recognition of its true place in the industrial scheme of things.

Curiously, the man who told me this also admitted a considerable admiration and a warm liking for the superior who expressed himself thus bluntly (not to say profanely). Why? Probably because here was a man who at least was frank enough and honest enough to say right out what a great many other industrial executives, whose lip-loyalty to advertising is loud, none the less believe in their hearts.

Some other important aspects of this organization problem in industrial advertising have already been discussed in *PRINTERS' INK*;<sup>\*</sup> but no amount of talk about it will ever constitute a real discussion if it dodges the fundamental of the cost of an organization, which is the amount that industry is willing to pay, directly or indirectly, for competent individual workmen in advertising.

Incidentally, the very fact that this question of the market value of industrial advertising brains

comes pretty near being the root of the whole organization problem, also makes it rather a searching test of the reality of the professions of enthusiastic belief in advertising, that anybody can elicit, without half trying, from the heads of almost any industrial firm.

"Oh yes," they will tell you. "Advertising is the great thing nowadays. We do quite a little of it." But when you discover later on that they consider \$40 a week really a big salary for an advertising man, you wonder whether they believe in it to any painful extent.

That is not said in the slightest degree in criticism of the people who talk and feel that way. On the contrary, their attitude (and it is a widespread one in industry) constitutes a challenge that must be met; and met as honestly as it is held by the industrial executive.

First of all, it doesn't get one anywhere to call the president of an industrial manufacturing company insincere, because he puts you off with words of polite and perfunctory praise for advertising, and goes right on believing that one \$40 a week man assisted by a \$22 a week stenographer, and a claim upon part of the time of a \$12 a week office boy, is all the organization needed to administer an amount of advertising running up, perhaps, to \$75,000 a year.

There are plenty of such men still active and influential in American industry in this year of grace 1928. One such man—a thoroughly competent industrial executive—is an admirable doer and extremely poor speaker. No squarer, more courageous, or more naturally honest and forthright individual walks the earth; but having no fluency whatever in debate, he dreads and distrusts it, particularly with individuals who, he has learned from

<sup>\*</sup>"Oiling the Machinery of the Advertising Department," November 3, 1927, p. 132; and "Brains or White Space—Which Do You Need Most?" December 8, 1927, p. 104.

experience, can talk and argue rings around him, because persuasion is their trade.

Persuasion had no part in his training, which consisted of learning first how to take orders, and then how to give them. Beyond those two functions, neither speech nor writing enter much into his scheme of ideas. Furthermore, his whole training has imbued him with a great desire, in dealing with any problem, to get a grip with his two hands on something that will not either yield, bend or crumble, or worst of all, dissolve into air.

Advertising, in the person of its salesmen and its skilled practitioners, approaches this man, and what happens? Instead of trying to meet him from the start on his own ground, letting him (even though he appears maddeningly slow about it) get his accustomed grip on a new set of solid realities, and then reach his honest decision—advertising men, in the most natural way in the world, try on him the thing they believe in, and are most skilled in, but that he is consciously unskilled in, and doesn't believe in at all—persuasion.

#### SURFACE ACQUIESCENCE

Equally naturally, knowing his own utter inability to meet them in the argument and persuasion which constitute their trade, he takes refuge in surface acquiescence; learns and employs a few platitudinous phrases of agreement—all the while maintaining his real fundamental skepticism untouched.

He does better than that. No competent industrial executive but will make an honest try to get a grip on every new idea. The persuasion that is usually tried on him is, from his point of view, a hindrance rather than a help; but being the most honest and conscientious soul alive, he plods painstakingly ahead, and presently finds something he can get a grip on—namely white space. By which is meant not only periodical space but good white paper for direct-mail circulation, and even (in many cases) poster space and motion-picture film or time on the radio.

But there, in a great number of

cases, he sticks. He can grasp those things and find they neither crumble nor dissolve; but he cannot get hold, unaided, of an even more important fact, because it seems to him intangible; the fact that advertising is essentially *skill in persuasion*.

On the contrary, paradoxically, the very fact that this skill is tried on him in ways that reveal to him his own lack of it, sometimes makes him all the more stubbornly determined that he can get along without buying or hiring any of it.

There you have, in the present writer's opinion, the real challenge to industrial advertising.

"If the industrial advertising manager," says a successful one, in a letter commenting upon one of the earlier articles on this subject, "has neither the personality, brains nor ability to impress his management, then he must be held responsible for the consequences.

"However, as I know to be the case in many establishments, the management does not think it important to pay enough to secure competent advertising assistance. This is due largely, I think, to the fact that until comparatively recently industrial establishments have been concerned very largely, if not exclusively, with production problems and have given little, if any, thought to the more subtle problems of distribution. It is likely to be quite a number of years before industry shifts sufficiently to be run by sales minded officials."

Very well: what to do? Of course entire honesty compels one more note on the problem; that research singularly enough discloses here and there a plumber, a professor, a sea captain or a stenographer who believes quite as sincerely as any industrial advertising man that he (or she) is worth more money—and that executives who hold the contrary opinion regarding their subordinates are by no means confined to industry, or the subordinates regarding whom they hold it, to the advertising department.

It is perfectly natural for any executive, industrial or otherwise, to approach the ticklish subject of salaries by a path of comparisons



# How Los Angeles Newspapers Scored During 1927

(Stated in Agate Lines)

## Local Display Advertising

LOS ANGELES TIMES.....	12,170,550
1st Evening paper.....	10,607,478
2nd Morning paper.....	9,982,854
2nd Evening paper.....	6,424,894
3rd Evening paper.....	3,990,448
3rd Morning paper .....	2,093,014

## National Advertising

LOS ANGELES TIMES.....	4,269,636
2nd Morning paper.....	4,227,244
1st Evening paper.....	2,830,828
2nd Evening paper.....	2,079,182
3rd Evening paper.....	662,732
3rd Morning paper.....	279,090

## Classified Advertising

LOS ANGELES TIMES.....	8,368,094
2nd Morning paper.....	7,241,304
1st Evening paper.....	3,282,636
2nd Evening paper.....	960,610
3rd Morning paper.....	763,490
3rd Evening paper.....	394,576

# Los Angeles Times

Eastern Representative:

Williams, Lawrence & Cresmer Co.  
360 N. Michigan Blvd. 235 Madison Ave.  
Chicago New York

Pacific Coast Representative:

R. J. Sidwell Company  
742 Market St. White Henry Stuart Bldg.  
San Francisco Seattle

in apparent market value *within his own organization*. He is not apt to be impressed by reports of the high salaries paid—and earned—by workers in other fields of advertising; nor, to be candid, does there seem to be much reason why he should be.

In the homely phrase of the professional sports promoter, you get paid for what you "pull in at the gate." If you can write mail-order copy of tremendous pulling power, nobody in the world can keep you from earning a proportionate amount. But the kind of persuasion that "pulls 'em in" by mail orders when addressed to the general public, is not exactly the kind of persuasion that sells big orders of machinery equipment or materials to the people who make a science of buying them.

If the industrial executive cannot be shown, in the definite tangible terms in which he deals, the actual part played by *skill in persuasion* in "pulling in" business for his plant, naturally advertising in his mind is going to be nothing more than the purchase of so much white space, and the administration of his advertising a purely clerical function. If he can hire bookkeepers for \$125 a month, why should he pay more for advertising workers?

Of course, as the business manager of one influential technical journal points out, even before skill in persuasion enters the executive consciousness, there is a considerable amount of expert knowledge in sheer space-buying of which he must be made aware; and this looks like an admirable intermediate step in the process of education.

"Is enough time and study being given to the buying of the white space?" this man asks. "How much time is being given by the buyers of white space to analyze whether or not a publication fits into their selling program? Is the same thought being given to this work as is being given to the redesigning of a tool? I honestly do not think so.

"Is enough time and study being given to A.B.C. statements?

White space can and should be bought just as intelligently as equipment for the plant. But I don't feel that it is; and at least one reason is that the advertising men are not given sufficient leeway."

Well, on the other hand, has anybody ever attempted to show the industrial executive just what a real job administering a sizable advertising program amounts to—just what studies have to be made, what questions asked and answered, before the first advertisement is written; before skill in persuasion even enters the picture? Individually, yes; collectively or publicly, not to my knowledge.

This whole question leads directly back into the salary problem. It is no mere coincidence that in all the confidential figures that have been given me since opening the subject, the amount of salary received by the advertising manager is in inverse ratio to the amount of interference by his superiors in the details of his program, and therefore directly proportional to his chances of developing and using real expert knowledge, first in buying white space and second in using it persuasively.

The best statement of the factor in human nature, which makes the industrial advertising man's salary important from this point of view, was told to me by the same man whose greeting from his new general manager started us off on this article. He gave it as a report of his own negotiations with a very big and important company, which had offered him a job as advertising manager.

Probably he wasn't as brilliant or as devastating in the actual interview, as he was in the report of it; human nature is also like that. But that doesn't affect the value of the statement which followed their offer of the job at \$6,000 a year, and began by taking their breath away with a counter demand for \$10,000 salary.

"It's really a lot more important to you," he tells me he said, "than it is to me, for you to pay me a good substantial salary. I won't

**G**IVEN twenty men in a hundred that are original in their thought, tastes and personalities, and the other eighty will patter after them. Get them around a luncheon table and if twenty of them say "ham and eggs" the other eighty will echo "the same" to the waiter.



If these twenty become addicted to an "iron hat" the other eighty will speak gently to their haberdashers about said "iron hat."



This particular trait of humanity surely has a saving grace for the advertiser astute enough to capitalize on it. It isn't necessary for him to "reach everybody" in a market to sell the market. If he is fortunate

enough to have available a medium that reaches the twenty original people, he will eventually sell the other eighty in any group in all walks of life.

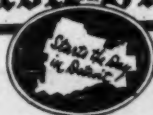


In the Detroit market we are venturesome enough to conclude that The Free Press more consistently reaches a greater number of original people than any other single medium circulating in the area. Its coverage of every other one of the 550,000 homes is conclusive evidence of it. Not only does the advertiser reach the twenty originals, but enough of the eighty "patterns" to make his agate line salesmanship a potent persuader to purchase.

## The Detroit Free Press

VERREE &

National



CONKLIN, INC.

Representatives

New York

Chicago

Detroit

San Francisco

## Smart Set's

### CIRCULATION GROWTH—

may be traced to the stories and articles by popular writers combined with extensive newspaper advertising. Here are a few of the headliners appearing in Smart Set:

Booth Tarkington  
Irvin Cobb  
Anita Loos  
Joseph Hergesheimer  
Fannie Hurst  
Frederic Arnold Kummer  
O. O. McIntyre  
Meredith Nicholson  
Warner Fabian  
Mrs. A. M. Williamson  
Paul Whiteman  
Clarence Darrow  
Paul Hervey Fox  
John Held, Jr.  
Tom Gill  
Elmer Davis

*published for the*

**SMART SET**  
*Stories from Life*

119 West 40th Street, New York  
Chicago Office, 360 N. Michigan Ave.  
San Francisco, 802 Kohl Building

## Smart Set's

### ADVERTISING GROWTH—

may be traced to the fact that Smart Set pays. It appeals to the younger crowd, the possessors of acquisitive, unprejudiced buying habits. Here are a few of the advertisers using Smart Set:

The American Tobacco Co.

Bauer & Black

Bayer Company

Cheramy, Inc.

Corn Products Co.

First National Pictures

Forhan Company

Kleenex Company

Kotex Company

Lambert Pharmacal Company

Lehn & Fink, Inc. (Lysol)

Northam Warren (Cutex)

R. J. Reynolds Tobacco Co.

Smith Brothers

William Wrigley, Jr., Company

Zonite Products Corporation

4,000,000, not the 400"



deny that I could get along quite comfortably on what you offer, and it isn't very much less than what I've been making. But those purely personal points are lots less important than the effect upon your point of view and upon my chances to do a real job, of the salary you pay me.

"By coming to me and offering me the job, you are conceding to me a certain amount of expert knowledge and special ability; in fact you might be said to admit that I know more about advertising than you do. Unless you concede that freely, I haven't a chance to do the job you want me to do.

"You may say you concede it; and say so honestly believing you do. But for your own sake, you need to clinch your faith in my expertness by making a good substantial bet on it.

"Sooner or later you are going to question some of my ideas or recommendations; that's inevitable, and of course it is going to be up to me to satisfy you. But my chances of doing that will be a lot better if you are conscious of the fact that you are listening to a man to whom you are paying \$10,000 a year to know his business, than if you have in the back of your head the knowledge that you got me at your own price.

"It may not be logical, but it's human on your part to listen more attentively and respectfully to the higher-price man. The fact that you want me at all indicates that you aren't satisfied with your present advertising situation; but that won't keep you from feeling a natural reluctance to embark on the changes I am fairly certain to recommend; and I want a substantial expression of your faith, to help us both over these necessary adjustments and make it easier and more natural for you to give me the authority in my own department that I'm going to need."

The fact that (p. s.) he didn't get the job, doesn't seem to me to affect the soundness of his argument. In other words, too many industrial advertising men, as their own confidential stories show plainly, are being treated like mes-

senger-boys, and their plans and recommendations mutilated or brushed aside, because they are getting messenger-boy treatment in salary and in every other respect.

It works both ways, of course; you can't pay messenger-boy salaries and expect to have real advertising executives, except by lucky accident. But the way out would seem to be in mutual effort; first, on the part of the management, to advance the advertising manager to real and full authority and responsibility over the entire advertising program and policy, and to the salary, and the payroll for his entire department, which that justifies, just as fast as he can be pushed ahead; second, on the part of the advertising manager, no matter at what humble point he starts, to perfect his mastery of advertising technique by every possible means, to study the executive part of his job, and to lose no opportunity to demonstrate, by tangible facts, to his superiors, both the true place and function of advertising in the company's program, and his own ability to fill that place and perform those functions effectively.

### F. S. Laurence Heads North American Society of Arts

Frederick S. Laurence, formerly executive secretary of the National Terra Cotta Society, New York, has been elected president of the North American Society of Arts, Inc., industrial color consultants, also of that city. Noble E. Stephens was made vice-president and secretary, and Joseph Van Vleck, Jr., formerly of the Chatham & Phenix National Bank, was elected treasurer.

### E. A. Malloy with Doremus & Company

E. A. Malloy has joined the Boston office of Doremus & Company, advertising agency, as an account executive. He formerly was vice-president of the Wells Advertising Agency, Inc., also of Boston.

### Oil Account for Los Angeles Agency


The Quaker State Oil Company of California, Los Angeles, has appointed the Los Angeles office of Emil Brisacher & Staff, advertising agency, to direct its advertising in newspapers and trade papers.



“WE are becoming  
a Nation of  
Connoisseurs.”

~ BERNARD F. GIMBEL

---



---

**W**HEN Bernard F. Gimbel was recently elected president of Gimbel Brothers, Inc., who control stores that do a business of more than one hundred millions a year, he said some things of exceptional interest to every manufacturer and advertiser of merchandise.

He said in part:

"The successful store is the one that is ready to give today what people will be asking for tomorrow. It's not a matter of merchandise alone; it's a matter of spirit, of point of view, of general outlook.

Beauty has become exceedingly important in the lives of Americans. We are becoming a nation of connoisseurs."

Mr. Gimbel's remarks may well be adapted to interpret the spirit of Delineator.

Here is a magazine that is constantly seeking to guide the modern American woman in her persistent search for all the fine things of life. It strives to tell her, not the things she already knows, but the things just a little beyond, that as yet she does not know, has not seen.

Directly to quote from Mr. Gimbel, Delineator "is ready to give today what people will be asking for tomorrow."



Yet in its every department, Delineator is as soundly practical as a magazine can be made.

As you know, all the home-making departments of Delineator Home Institute are under the charge of a director of long and varied experience . . . .

MILDRED MADDOCKS BENTLEY

Delineator Interiors are planned to be simple, in flawless taste, and inexpensive. Under the direction of . . . .

JOSEPH B. PLATT

Its talks on the psychology and the correct bringing up of children and young people are by . . . .

JESSICA G. COSGRAVE  
*head of The Finch School of New York*

and WINTHROP D. LANE

Its articles on practical gardening are also written by . . . .

JESSICA G. COSGRAVE

Its financial advice to women is prepared by a woman of long experience in financial work . . . .

MRS. WILLIAM LAIMBEER

Its Educational Department is conducted by a man who has visited, not once but many times, every good school and camp throughout the country . . . .

KENNETH N. CHAMBERS

Its advice about etiquette, including everything from a wedding to the proper use of finger bowls, is in charge of

MRS. JOHN ALEXANDER KING

Its department of beauty and personal advice to women on their appearance is under the direction of a woman who has been with Delineator for many years

CELIA CAROLINE COLE

Its fashions are the result of an intimate contact and friendship built up through years of co-operation with the leading Paris and New York establishments.

THESE departments of service are the backbone of Delineator but, in addition, there is something else. Delineator is distinctive. Delineator has beauty. Delineator has the "style" the American woman of to-day demands.

And these many reasons are undoubtedly *the* reason why Delineator, during the past year, has shown

the greatest increase in  
advertising lineage of  
any woman's magazine  
of large circulation.

# Delineator

ESTABLISHED  
1868

THE BUTTERICK PUBLISHING COMPANY

# Are the Seasons Changing?

There Appears to Be No Doubt That the Weather Has Been  
Temperamental the Last Five Years

By James True

THE abnormal seasons and temperamental weather of the last five years have emphasized the importance of a question that has agitated many minds for at least several centuries. Now, to a greater extent than ever, numerous and usually self-appointed authorities are claiming that the winters are not so long and cold as they used to be, and that our weather conditions are radically changing.

If this contention is correct, the change of seasons is affecting, either directly or indirectly, every conceivable kind of business. Furthermore, in the future it will cause an appreciable shifting of many of the crop areas of the world; it will bring about much confusion and necessitate a readjustment of practically all established economic schemes. Living conditions will be affected, and if the seasons continue to change we may expect to see strange modifications, not only in the production of a great many commodities, but also in their sale and distribution.

Therefore, it is not strange that the Weather Bureau, in Washington, should be receiving an unusually large quantity of inquiries on the subject. Farmers, large manufacturers, national advertisers, and many others seem to be considerably perturbed regarding a possible change in general weather conditions; but to all of their questions the officials of the bureau give the assurance that there has been no permanent change in either the length or the temperature of our seasons. The records of the bureau extend back over a long period of years; they deal largely with averages, and they show that abnormal conditions tend to balance over certain periods. Hence, while the same seasons of different years may differ extremely, when they are

compared with periods of twenty years or more they are found to be undisturbing to the general average.

While all this is interesting, it is far from satisfying to a manufacturer who finds his capital seriously depleted because of abnormal or unseasonable weather conditions. His plight is due, not to any gradual change in the average over a long period, but to radical differences in weather conditions over a comparatively few years. His problems, it appears, are of little interest to the Weather Bureau. But a growing number of scientists and specialists, working both independently and in other Government organizations, are deeply concerned with the possibilities of solving problems of the kind by means of long-range weather forecasting.

## A "LONG RANGER"

For several years, a rather bitter controversy has waged between the long-range weather forecasters and the Weather Bureau, the latter claiming repeatedly and officially that forecasts cannot be made scientifically and accurately for periods longer than those it has adopted. In the controversy, one of the most conspicuous and convincing representative of the "long rangers" is Herbert Janvrin Browne, an ocean meteorologist, of Washington, D. C., who has produced a mass of interesting evidence to prove that the long-range forecasts have been more accurate, in many instances, than the 24-hour forecasts of the Weather Bureau.

It is well known that scientists of the Smithsonian Institution, the Coast Guard, the Navy Department, and several other organizations of the Government are very much interested in attempts to discover scientific principles which will result in forecasting

weather conditions accurately months or years in advance. Inquiry developed the fact that several of these scientists thought well of Mr. Browne's work in forecasting, and that his discoveries have added materially to the value of the movement.

The other day, in his laboratory, when questioned as to the possible permanent change in general weather conditions, Mr. Browne replied that his experience with many large business concerns had convinced him that the determination of the answer was of little value, and that several other aspects of the subject were far more important.

"From the viewpoint of the business man," he said, "there would be little or no value in a permanent change, if it could be scientifically established. Such a change would be slight and over a very long period of years—that much we know. It is true that several enthusiastic advocates of changing seasons have been able to support their claims with interesting records; but they have failed to take into consideration the conditions under which the records were made. For instance, most of the temperature figures of late record are taken from instruments placed on the tops of Government buildings. Forty years ago, many of the records were established from instruments much nearer the ground, and there is a good deal of difference in the temperature. Cities have grown up during the last forty years, manufacturing has increased tremendously, and the variation between ground temperatures and those on reasonably high buildings has widened considerably.

"It is very much the same with the recording of wind velocities. Forty years ago, it may be said that the recording instruments were placed so as accurately to register the velocities. Today, I think I am safe in claiming that the majority of such instruments are surrounded by tall buildings which materially obstruct the winds and make the accurate recording of velocities impossible.

"Equally as valueless are the reports of weather averages. The farmer who has lost his crop due to abnormally hot and cold weather in the month of August, let us say, is not interested in establishing the fact that the costly extremes averaged the same as the temperature of the normal month of August of the previous year. Neither is the retail merchant, who faces a heavy loss because of a large stock of heavy clothing left on his shelves for the reason that the first three weeks of the month of November were unusually warm and were followed by an abnormally cold period, interested in the assurance that the month as a whole averaged up to normal temperature. We must face the fact that it is the *abnormal* extremes of weather, and not *average* temperatures, which play havoc with all lines of business.

#### WHEN WILL WEATHER RETURN TO NORMALCY?

"Today, the business man knows that he has been handicapped by erratic and abnormal weather for about five years. He wants to know when the weather will return to normal conditions, and the possibility of a change of one degree in the temperature of the earth during the next 1,000 years or so has no possible bearing on the solution of his present problems."

Then, in explaining how he acquires this desired information, Mr. Browne entered into a highly technical discussion of scientific principles and their application. It is sufficient to say that his work was based on a study of solar radiation, ocean currents, salinity of ocean waters, air and ocean temperatures, and numerous other factors. In regard to the first of these, he said:

"Long time changes in solar radiation, that is, over periods of years, cause temperature changes in oceanic areas making them abnormally warm or cold for their latitudes. The period of these changes in the oceans is governed by the length of time it takes for

Jan.  
Mor  
18  
I  
Sc.  
PA  
PAR  
T  
to l  
tisin  
ing  
Exam  
their  
Ame  
H  
picke  
repre  
Loco  
Johns  
Cross  
wel  
Atwa  
Rad  
Anglo  
Pan  
Encyc  
Bri  
Stets  
South  
Ry.  
Victor  
Mac  
Kellog  
S. W.  
United  
Co.  
Pierce  
Stand  
Fada  
Ever-  
Wear  
num  
Royal  
Co.  
Colgat  
Champ  
Plu  
Pan  
Petr  
Babson  
Prude  
ance  
Reid  
Stewar  
Co.  
Squibb  
Santa  
Lister  
Water  
Brunst  
trop  
Goodri

More Than  
195,000  
Daily

# Los Angeles Examiner

"Greatest Salesman in the West"

More Than  
425,000  
Sunday

5c. DAILY

JANUARY 12, 1928

10c. SUNDAY

## PACE-MAKERS OF NATIONAL ADVERTISING IN EXAMINER

### PARTIAL LIST SHOWS

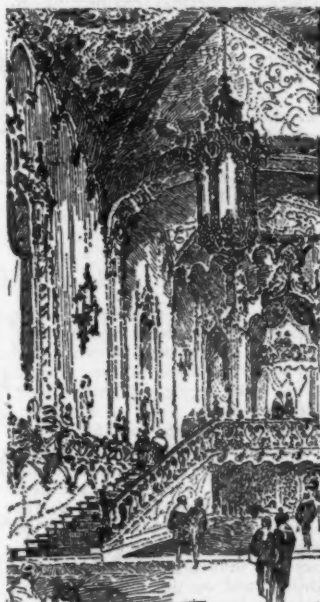
#### REPRESENTATIVE FIRMS

THERE'S not enough space on a full page of Printers' Ink, to list the bellwethers of advertising, or the big-leaguers of selling that used The Los Angeles Examiner during 1927 to further their successes in the Fifth Greatest American Market.

However, here are a few, picked at random. They are representative, we believe:

Locomobile	Goodyear Tires
Johns Manville Co.	Weason Oil
Crosse and Blackwell	American Chiclé Co.
Atwater Kent	Copper and Brass
Radio	Research Association
Anglo-London-	New York Central
Paris Co.	Ry.
Encyclopedia	Canada Dry
Britannica	Ginger Ale
Stetson Hats	Marmen
Southern Pacific	North German
Ry.	Lloyd
Victor Talking	Pepsodent
Machine Co.	Zenith Radio
Kellogg's Products	Lincoln
S. W. Straus & Co.	Cunningham
United States Tire	Radio Tubes
Co.	Graybar Electric
Pierce Arrow	Co.
Standard Oil Co.	Peerless
Fada Radio	Rinso
Ever-Ready Razor	Canadian Austral-
Wear Ever Alumi-	asian R. M.
num	Lines
Royal Typewriter	Radio Corporation
Co.	of America
Colgate's Products	Heinz
Champion Spark	Chrysler
Plugs	Caswell Coffee
Pan American	Cadillac Auto-
Petroleum Co.	mobiles
Babson's	Gelfand Mayon-
Prudential Insur-	naise
ance Co.	Graham Trucks
Reid Murdoch Co.	Buick
Stewart Warner	Pennzoil
Co.	Sparton Radio
Squibb's Products	General Motors Co.
Santa Fe Railroad	Frigidaire
Listerine	Postum
Waterman Pens	
Brunswick Pana-	
trophe	
Goodrich Tires	

### Christmas Gift!



THIS is the promenoir of the newly dedicated \$3,500,000 United Artists Theatre in Los Angeles. It is about a block and a half from The Examiner Building, and is one of the three most magnificent showhouses in America, ranking next to Roxy's and the new Paramount in New York City.

If you have a product for sale whose principal appeal is to garden-lovers, advertise it in The Los Angeles Examiner's new "California Gardening" pages, reaching more than 425,000 families every Sunday in a territory where even the most modest home is green with growing things, and Nature is kind enough to make gardens flamboyant with color twelve months a year.

the great warm and cold currents to carry their waters into the areas. This period varies from about two years in the Indian Ocean, to three years in the Atlantic, and to about five years in the Pacific.

"The length of these periods will vary somewhat according to attendant circumstances; but in general terms the knowledge of the solar radiation changes and their cumulative effects permits the application of the sound principles of thermal engineering to long-range weather forecasting. For instance, because of the difference in time it requires for the currents of the different oceans to complete their cycles, the weather conditions due to them may be forecast two years ahead for India, three years in advance for the continental areas controlled by the Atlantic Ocean, and five years in advance in the continental areas surrounding the Pacific and controlled by Pacific influence.

"Among the most important factors are the changes in solar radiation indicated by sunspots, and one of the best known cycles in solar radiation is the sunspot cycle, averaging slightly over eleven years. Five of these periods, amounting to 55.8 years, run coincidentally with three lunar-solar periods of 18.6 years. In other words, every 55.8 years there is a return of coincidence of the lunar-solar and the sunspot cycles, exercising a profound and measurable influence on oceanic conditions and on the weather of the world. One of these returns took place in 1816. The second one from that year was due in 1927, and we are now all familiar with the abnormal results it produced.

"We can say with certainty that unseasonable weather, lasting for periods of several years, returns in established cycles. The general weather conditions of any year within a cycle can be determined long in advance. This does not mean that we can say with any degree of scientific certainty that it will rain on January 1, 1929; but it does mean that many sci-

entific facts now available to any one very strongly indicate the general weather conditions that will prevail over any section of the world during the month of January, 1929.

"It is perfectly obvious that no two winter seasons, for instance, are ever exactly alike. It is the wide variations which make weather conditions hazardous to business, and while we cannot say that the average of the seasons is changing, it is an unmistakable fact that there are radical changes among the same seasons of any group of years. And it is these radical changes which have created the wide interest in and demand for accurate, scientifically based, long-range weather forecasting."

#### Furniture Account to John S. King Agency

The Theodore Kundtz Company, Cleveland, manufacturer of Eclipse school and church furniture, has appointed the John S. King Company, Inc., Cleveland advertising agency, to direct its advertising account. A campaign is planned, using architectural, school and church publications.

#### "Airports," New Business Paper

*Airports*, Flushing, N. Y., a new monthly business paper, will publish its first issue in February. It is published by Harry Schwarzschild, and will be devoted to the construction, equipment, administration and financing of airports. The type page size will be 7 by 10 inches.

#### W. H. Kelley with Bodley Printers, Inc.

W. Harvey Kelley has been made head of the advertising service department of Bodley Printers, Inc., New York. He was formerly with the Barta Press, Cambridge, Mass., and the Hower Advertising Agency Company, Denver.


#### M. S. Beggs Joins "The Farm Journal"

M. S. Beggs has joined the New York advertising sales organization of *The Farm Journal*, Philadelphia. He was formerly with *Hotel Management*, New York.

#### La Coste & Maxwell Appointed by "The Statist"

La Coste & Maxwell, publishers' representatives, have been appointed by *The Statist*, London, as its American representatives.



*Keystone of the*  *Hearst Newspapers*

*In San Francisco*

**the EXAMINER  
leads all other  
newspapers\***

**FIRST in Circula-  
tion..city..suburb-  
an..total**

**FIRST in Advertis-  
ing..local..national  
..classified..total**

\*In 1927 and for more than 30 years, the San Francisco Examiner has held this enviable position. Market data regarding San Francisco and Northern California, prepared by the trained Merchandising Department of The Examiner, will be supplied upon request. Write on your letterhead for The Examiner's Year Book.

*A. B. C. Publishers Statement*

DAILY 186,372

SUNDAY 360,764



# DOMINANCE

## in Classified

Morning Oregonian.



UNBROKEN DOMINANCE OF THE



# NANCE

## Advertising

*the sure index to  
Advertising value*

**W**HEN ALL THE OTHER TESTS have been applied, it is always wise to ascertain in which newspaper the reading public places its own advertising.

Every "Want-ad" in this mass advertising is bought-and-paid-for evidence that another potential buyer thinks of one newspaper **FIRST** when he thinks of advertising.

**(During 1927 The Oregonian carried  
more Classified Advertising than all  
the other Portland papers combined.)**

That's **PREFERENCE** that means something to the national advertiser!

## The Oregonian

PORTLAND, OREGON

The Great Newspaper of the Pacific Northwest

Circulation over 106,000 daily, over 158,000 Sunday

Nationally Represented by VERREE & CONKLIN, Inc.

New York	Chicago	Detroit	San Francisco
285 Madison Ave.	Steger Bldg.	321 Lafayette Blvd.	Monadnock Bldg.

THE OREGON MARKET FOR 77 YEARS

# A FERTILE MARKET



The housewives of smaller-town America want to buy the same products that their sisters in the larger cities are buying. They do buy those brands that they know about.

You can let 700,000 smaller-town American families know about your products by using their favorite publication.

## *The* HOUSEHOLD JOURNAL

IRA E. SEYMOUR, *Advertising Manager*  
BATAVIA, ILLINOIS

*Chicago Office*  
Rhodes & Leisnering, *Managers*  
Bell Building, 307 Michigan Blvd.  
Central 0937

*New York Office*  
A. H. Greener, *Manager*  
116 West 39th Street  
Room 825

CHARTER MEMBER OF AMERICAN HOME MAGAZINE PUBLISHERS

# Chain Stores and Manufacturers Join Advertising Forces

Local Advertising Made More Resultful—Co-operation Proves Successful—Large Development Probable

By Ernest I. Mitchell

President, Mitchell-Faust Advertising Company

**A**BOUT twenty years ago, after buying some stock in one of the leading Chicago mail-order houses, I asked my banker what he thought of the future of the mail-order business. He ex-

pressed the opinion, in reply, that it was not very bright because local dealers were organizing to fight the catalog plan of selling and laws to help them meet this kind of competition were being agitated. I declared to him that I thought the success or failure of the mail-order business depended wholly on whether the mail-order houses could supply the same quality of merchandise at lower price than that charged by the retail store or better merchandise at the same price.

I insisted that any fight by retailers and others, no matter how far it might be carried, could not possibly arrest mail-order progress; neither could enacted law. This was so because the question was purely one of economics that eventually would work out on that basis.

There might have been some doubt at the time as to whether my argument was sound. Now I know it was well founded. The outstanding success of the mail-order houses is common knowledge. Moreover, they are univer-

sally accepted as being a permanent and growing feature of our merchandising system. They have thus developed because they have proved themselves able to carry out this price policy.

A prominent merchandising expert who read advance proofs of Mr. Mitchell's article, voices strenuous objection to it. He says:

This plan is unsound for the following reasons:

1. Many manufacturers will feel that a big stick is being wielded by the chains. Through fear of losing chain business, some of these manufacturers will subscribe to the plan even though they disapprove of it.
2. The chains will exercise the privilege of censoring all copy. Do advertisers want copy censorship?
3. No matter how you look at it, the plan represents an advertising discount. Since chains usually demand price concessions, can manufacturers afford to give them an extra 3 or 4 per cent discount?
4. The newspapers will not like it.
5. When a manufacturer pays for advertising space, the copy ought to carry his signature—not the chain's.

What do our readers think?

I bring up this mail-order matter here because it seems to apply exactly to another great modern merchandising development, namely: the chain-store movement. Chain stores are going to advance only insofar as they are able to undersell the independent dealer on quality or price or both. And, truth to tell, this is what they are doing at present. They are growing in astonishing fashion because the public, no matter what may

be said to the contrary, is quick to appreciate satisfactory merchandise at lower prices.

I honestly believe that the time has arrived for the manufacturers of America to visualize the chain store for what it really is; to get an accurate picture of its inevitable connection with their future prosperity or adversity. Co-operation with and by the chains can make an advertiser; lack of it can break him.

This is true regardless of whatever sentimental thoughts favorable to the independents the manufacturer may have. He can take it or leave it.

I suggest, therefore, in all seriousness, that manufacturers should give careful study to the chain store, not only as an outlet for goods, but as an unusually effective medium for advertising them. Contrary to the somewhat general view, chain stores today positively favor advertised goods as against their own private brands. They tried out the private-brand idea and found it wanting, for the good and sufficient reason that the public is the force that decides the success or failure of commodities. Public desires and demands, created and stimulated by advertising, determine the make-up of every stock of merchandise that moves in a consistently profitable way.

I think, therefore, that a study of the chain-store situation will bring forward convincing evidence of my contention that the time has arrived for manufacturers and chain-store owners to co-operate intelligently for their common good.

What really is the situation?

We hear a great deal these days about the advantages and efficiencies of mass operations in production, financing, buying and selling. It must be recognized that large-scale operations effect lower overhead and bring economies that cannot be duplicated in small-scale operations. As businesses are becoming larger, accelerated by consolidations and mergers, it is only logical that retailing operations should follow along a similar line.

The individual dealer is severely handicapped, for purely economic reasons, in competing with the chain store. It is true that the superior service which he renders to his customers appeals to a limited number. At the same time, the lower prices of the chain store, due to economical methods of stocking and operation, have an irresistible appeal to the masses.

#### SOME IMPORTANT QUESTIONS

I am well aware that in mentioning these things I am stating only fundamental facts that are, or should be, generally known. Nevertheless, many a manufacturer today has misgivings as he contemplates the rise of the chain

store. Shall he go along with it or not? As the strength of the independent dealer diminishes is the manufacturer in danger of placing himself and his future at the mercy of huge aggregations of capital which can dictate to him in all the essentials of his business? Is there some way in which the chains can be curbed and the cause of the independent dealer advanced?

It is not so surprising, after all, that manufacturers should be asking themselves these and similar questions. For, remarkable to relate, it is only within the last five years that the chain-store systems of the country have reached such a basis that the manufacturer no longer needs to fear them, but can welcome them as supplying an outlet worthy of the most intense cultivation.

It was natural enough, in the early days of chain-store development, for manufacturers to hesitate to do business with them for fear of antagonizing jobber and retail relationships. Chain stores were openly and avowedly cutting prices, making it exceedingly difficult to reconcile co-operation with chains that were taking business away from established independents in what might seem to be an unfair way. The chain store, as such, was in a chaotic condition and no prophet could be certain that chain development was a permanent and constructive feature of business. The difficulty of judging the chains properly was increased by the introduction of many new kinks in merchandising methods which proved to be only transitory phases.

During the last five years, the chains have organized their methods, stabilized their business with fixed policies and proved their ability to serve both a wholesaling and retailing function with a success which no manufacturer can safely overlook. They are able to deliver to producer and consumer a distribution service which justifies manufacturers in establishing such new policies as may be necessary to carry on a business relationship with them.

Why this apparent change of heart? Why have the chains aban-

More



## BUSINESS LEADERS SAY 1928 WILL be a GOOD YEAR

**G**OOD HOUSEKEEPING has just closed the largest March issue in its history, generously exceeding the issue of last March—itsself a record breaker.

This fact in itself would have less significance did it not reflect the confident attitude and go-ahead spirit of hundreds of executives and business heads representing the broadest range of industry.

## GOOD HOUSEKEEPING

*More than 1,500,000 Readers at 25c a copy, \$3 a year*



done, to a large extent, their previous attitude toward manufacturers? Why this newly created desire to co-operate?

The whole answer can be summed up in one word—

Competition!

Competition between and among rival chain groups is becoming fully as emphatic as that between rival independent stores.

Right here, in the modifying influence of this competition, we see the root reason why chains are now much more reasonable in their dealings with manufacturers and more broad-minded and sympathetic in their understanding of the manufacturer's own problems. It takes no particularly discerning mind, moreover, to see in this the cause of the chain's present friendship for well-advertised commodities.

Fierce competition between rival selling groups is the force that always is going to keep the truly progressive manufacturer in a strategically strong position. Suppose that some miracle would bring about the impossible and that all the leading chains of this country would unite in one overpoweringly great group. In such a situation, forces would develop within this enormous machine to produce another distributing system entirely. Competition is and always will be so strong that out of current distribution will continually be evolved new methods that will work steadily along toward the purely economic.

Properly enough, manufacturers have not been willing, and still are not willing, to permit isolated stores to cut prices ruthlessly. They recognize that such procedure creates financial difficulties for legitimate stores and then causes the price-cutters to fail miserably because they cannot operate successfully on the sparse margins they have taken. Such methods do not work for the permanent good of the public or of business. But, now that the chains have established their ability to perform a permanent service to the public—a service made possible by legitimate economies in the distribution scheme—it would be

equally wrong for manufacturers to refuse to sell them. Nor do independent stores strengthen their case against such a policy when they are unable or unwilling to deliver united support to a manufacturer who foregoes the great chain market.

It is my observation that manufacturers are turning more and more to the chain as their main outlet, and are co-operating with it to the utmost. I venture to predict, therefore, that within a short time we shall see an openly exerted, clean-cut, united effort on the part of producers and chains for their mutual benefit. Manufacturers are steadily getting larger. So are the chains. That they should work in unison is only simple common sense.

There are few who will deny that the manufacturer can effect economies in his selling by dealing with chain stores. It is only proper, then, that the manufacturer should take this into consideration when planning work with the chains. Experience has proved that the best way to carry out such co-operative work is for the manufacturer to utilize the facilities of the chain as an important element in his advertising.

#### STRENGTH OF CHAINS

In the first place, let it be understood that the manufacturer can get vastly better results from his local advertising if his merchandise is marketed through the chains as well as the independents. In many cities it is scarcely advisable for the manufacturer to advertise his product at all unless he has chain-store distribution. In New York and Philadelphia, for example, grocery chain stores handle 65 per cent of that city's total grocery volume. In Cleveland and Boston the grocery chains do 70 per cent of this volume; in Chicago, 45 per cent. Coming to smaller cities, grocery chains in Dayton do 50 per cent of the total; in Grand Rapids, 60 per cent; in Scranton, Pa., 70 per cent; in Troy, N. Y., and Peoria, Ill., 50 per cent. Substantially the same proportions hold in most cities, among the exceptions being San Francisco,

"O

FRA

# The Outlook

"One of America's Saner Moments"

HERE is a weekly devoting its best efforts through the most able writers to discovering and presenting the things intelligent Americans most want to know. ¶ If your product is designed to appeal to the wealthy and discriminating, its message in *The Outlook* will prepare a ready acceptance among America's select. ¶ For advertising rates address

THE OUTLOOK  
120 East 16th St. New York

FRANCIS RUFUS BELLAMY, *Publisher*

WM. L. ETTINGER, JR., *Advertising Manager.*



## The Individual Store's Market is wider *✓ ✓ ✓* and *widening!*

**F**EW of the country's progressive merchants could exist today if their business stopped at the city limits. Good roads, the automobile, the telephone, and, most important of all, a desire on the part of the farm family for the latest and best things in all phases of life, have brought the farm market to town.

---

### *They Live in the Country bu*

---

**C**

TH  
IND



Manufacturers in ever increasing numbers are realizing the truth of the slogan—"They live in the country, but they shop in town." And their efforts to direct this farm-to-town-shopping-market to their merchandise are directly reflected in the advertising pages of *The Country Gentleman*.

NET PAID CIRCULATION

August, 1925 . . 804,000 Copies

January, 1928 . 1,500,000 Copies

# *The* Country Gentleman

THE CURTIS PUBLISHING COMPANY  
INDEPENDENCE SQUARE, PHILADELPHIA, PENNSYLVANIA

tr but they Shop in Town

where the grocery chains do 35 per cent of the city's volume.

These chains do local newspaper advertising of their own, and they welcome both local and general advertising by the manufacturers whose lines they handle. The manufacturer's advertising, of course, benefits the independents as well as the chains, but if chain distribution is not had, it is obvious that the full force of the advertising cannot be reached. Another shortcoming of most advertising is that it tells the people about merchandise without letting them know where to go to buy it.

Chain advertising does tell people where to go to buy the manufacturers' goods. And because chains usually have city-wide distribution and are easily reached by the public, manufacturers find the use of space in the chain-store newspaper advertisements increasingly valuable.

What it really amounts to, expressed in plain terms, is that the chains have an advertising service to sell manufacturers. They purchase space in local newspapers and sell a part of it to manufacturers whose goods they handle. The service may, as in the case with publishers, include such co-operation as window and counter display, window strips, sampling deals and the many services in point-of-sale merchandising which chains can give, and which make general advertising more efficient.

This is a straight-out business matter. The manufacturer simply buys from the chain a certain quantity of newspaper space. Often, because the chains purchase space in such large quantities, manufacturers can buy it from them at no increase over the price usually paid. And when a manufacturer thus becomes what might be termed a chain advertiser, he automatically receives merchandising service, in varying amounts, of the kind I have just mentioned.

The advantages of such a transaction over the so-called "advertising allowance" plan are simply beyond all argument. The advertising allowance, in many cases, is simply a subterfuge for giving an additional discount. It is a thinly

veiled excuse for giving to the chains an advantage even greater than would come in the natural course of events from purchasing in quantities.

I am not saying here that the chain would not make an honest effort to expend the allowance in a way to bring results. Most of them do; some do not. The chain-store management, after it gets such an "allowance," generally is left to use its own judgment as to when, how or if the advertising shall be done. The chain may give the product some window and interior display space and use some banners and cutout material. It may devote the allowance to the distribution of samples. At best, however, the procedure is unsatisfactory.

When a manufacturer buys advertising he naturally prefers to know exactly what he is going to get—and pays for no more and no less. When he buys newspaper advertising space from the chains he is performing the double function of co-operating with the chains as completely as he could possibly do by granting an extra 3 or 5 per cent discount as an "allowance" and at the same time is doing some constructive business building out of which both he and the chains are going to profit. I claim that when a manufacturer makes an advertising arrangement with a chain, the money he thus pays or allows should be invested in newspaper space. Then the transaction will be clean-cut; he will know what he is getting and also that he is obtaining what he pays for. And this view, I am glad to state, is prevailing rapidly.

#### CHAIN-STORE ADVERTISING WILL INCREASE

The use of advertising by chain stores will increase, because increasing competition between chain-store groups will make it necessary. As a result of this competition, new ways will be found to make the advertising more profitable, and the superior results it brings will encourage its greater use.

In thus commenting on chain advertising, I do not overlook the



ON

Du

ST

OO

# OUTDOOR ADVERTISING

## Through Your Advertising Agency

# Outdoor Advertising

*links up with*

## STUDEBAKER'S STORY

*in 1100 newspapers*

*as told by the*

## OCHE ADVERTISING COMPANY

### Harry Hartz Proved It!

After making  
ten new world  
records in  
The  
**Commander**  
America's champion  
race driver says:

**WESTERN  
UNION**



**5,000 miles in less than 5,000 minutes**

For a sensational car ride at Cedar City, Utah I drove, under the supervision of American Legion officials, the Commander, a vehicle that covered over ten thousand miles in less than five thousand minutes—more than fifty times as fast as the fastest car in the world.

#### Highlights

This is equivalent to over one mile in 100 seconds of ordinary driving. To be maintaining this high rate of speed, would mean, for any other car, a complete and complete economy in fuel, maintenance and repair costs. The Commander was there to prove that it was possible to drive fast and save the money.

#### Commander Dealer Proves Champion Car

There were but two Studebaker Commander cars in the world at the time of the race. The first was in the hands of the American Legion. The second was in the hands of the American Legion. The first was in the hands of the American Legion. The second was in the hands of the American Legion.

...and of the fact that the Commander was the fastest car in the world.

...and of the fact that the Commander was the fastest car in the world.

...and of the fact that the Commander was the fastest car in the world.

...and of the fact that the Commander was the fastest car in the world.

...and of the fact that the Commander was the fastest car in the world.

...and of the fact that the Commander was the fastest car in the world.

...and of the fact that the Commander was the fastest car in the world.

...and of the fact that the Commander was the fastest car in the world.

...and of the fact that the Commander was the fastest car in the world.

...and of the fact that the Commander was the fastest car in the world.

...and of the fact that the Commander was the fastest car in the world.

...and of the fact that the Commander was the fastest car in the world.

...and of the fact that the Commander was the fastest car in the world.

...and of the fact that the Commander was the fastest car in the world.

...and of the fact that the Commander was the fastest car in the world.

...and of the fact that the Commander was the fastest car in the world.

...and of the fact that the Commander was the fastest car in the world.

...and of the fact that the Commander was the fastest car in the world.

...and of the fact that the Commander was the fastest car in the world.

...and of the fact that the Commander was the fastest car in the world.

...and of the fact that the Commander was the fastest car in the world.

...and of the fact that the Commander was the fastest car in the world.

...and of the fact that the Commander was the fastest car in the world.

...and of the fact that the Commander was the fastest car in the world.

...and of the fact that the Commander was the fastest car in the world.

...and of the fact that the Commander was the fastest car in the world.

...and of the fact that the Commander was the fastest car in the world.

...and of the fact that the Commander was the fastest car in the world.

...and of the fact that the Commander was the fastest car in the world.

...and of the fact that the Commander was the fastest car in the world.

...and of the fact that the Commander was the fastest car in the world.

...and of the fact that the Commander was the fastest car in the world.

...and of the fact that the Commander was the fastest car in the world.

...and of the fact that the Commander was the fastest car in the world.

Dealer's Name and Address

# STUDEBAKER

This is a Studebaker Tour

See April 1934  
The Studebaker Corporation, Chicago, Illinois

*employing*

## *Outdoor Advertising through*

*—7500 colorful Studebaker  
placed by the Roche Advertising  
National Outdoor Artistic*



ro Your *Advertising Agency*

er meet Posters, developed and  
Ading Company through the  
Advertising Bureau, Inc.

**EDMMANDER**

less **5000 minutes**

**10**  
**WORLD**  
**RECORDS**

*Thus all—*

## OUTDOOR ADVERTISING *Through Your Advertising Agency*

# ALL STUDEBAKER ADVERTISING

originates from one source. The Roche Advertising Company, member of the National Outdoor Advertising Bureau, Inc., completely coordinates Studebaker's outdoor appeal with Studebaker's publication campaign.

It is fundamentally sound that the agency creating your selling message in magazine and newspaper space should also prepare your Outdoor Advertising. This is the ideal way to secure a multiplied money's worth from your outdoor display dollars—plus the National Outdoor Advertising Bureau's aid in securing locations of maximum attention, proper up-keep of boards, checking information and other methods of cooperation.

It is not necessary to have national distribution to enjoy the benefits of Outdoor Advertising. It can be concentrated efficiently in distributor-territory only. Confer with your advertising agents for specific information. Find out what this vitally important medium of impression holds for you as a creator of prestige and profits.



*National Outdoor Advertising Bureau*

INCORPORATED

New York

Chicago

Detroit



G

R

G

ea

Je

pr  
at  
st  
re  
fo  
T  
tu  
va  
ch  
gr  
ow

sia  
wi  
in  
tha  
ma  
inf  
pai  
goo  
han  
to  
wh  
ufa  
pla  
cas  
in  
ver

T  
van  
ing  
cha  
mar  
efit,  
crea  
pop  
oper  
chai  
forg  
and  
vert  
part  
tion  
new  
is no

T  
adv  
oper  
com  
with  
chain  
well  
and  
in th  
ufact  
find  
clude  
may  
will  
is id  
point  
chain

probable development of co-operation with groups of independent stores functioning as chains. Already such groups have been formed in several lines of trade. There is no reason why manufacturers cannot work to mutual advantage in advertising and merchandising with any organized group of stores, regardless of ownership.

As an indication of the enthusiasm with which chain stores wish to work with manufacturers in their advertising, I understand that the chains are setting up some machinery now to secure advance information about advertising campaigns of manufacturers whose goods they are handling or should handle. The plan, as reported, is to form a central clearing bureau which will be notified by the manufacturers of their advertising plans. The bureau will then broadcast the information to the chains in the districts for which the advertising is being planned.

Thus it is apparent that the advantage in co-operative advertising between manufacturers and chains does not all lie with the manufacturers. The chains benefit, too. Their advertising is increased, their stores become more popular merchandising centers, their operating costs are reduced. The chains have an opportunity here to forge a new link in advertising and merchandising. Chain-store advertising can and should become a part of a manufacturer's promotional program, just as magazine, newspaper and outdoor advertising is now considered.

The matter of negotiating for advertising and merchandising co-operation with chain stores is becoming a considerable problem with many manufacturers. The chain stores, therefore, would do well to crystallize their policies and establish a point of contact in their organization where a manufacturer, or his agent, can quickly find out exactly what will be included in the co-operation which may be extended and how much it will cost. The advertising agency is ideally situated to become this point of contact. The use of chain-store newspaper advertising

should be very carefully planned. To be most effective and resultful for both the chain and manufacturer, it should be made a part of the manufacturer's complete program, as is general newspaper, magazine and outdoor advertising.

I feel that the proper use of chain-store advertising is going to result in the greater use of advertising by manufacturers. Chain advertising is going to make all of a manufacturer's merchandising more definitely resultful, and no doubt the best use of it will be through proper co-ordination with regular newspaper and national magazine schedules. It is logical that a manufacturer might work with a chain in its advertising, run another newspaper schedule for the benefit of his distribution among independent stores, and have a national schedule appearing simultaneously.

If chain stores will take into account the service which advertising agencies can render, and establish a basis of remuneration for them, just as newspapers, magazines and other advertising mediums have done, it is inevitable there will soon be a tremendous increase in chain-store advertising which will be to the advantage of the chains themselves, to publishers and all concerned.

Such a development will mean that chains will sell more merchandise for manufacturers, reduce operating costs, make more profit for themselves, and further extend the benefit of their lower prices to the public.

This use of the chain as an advertising medium, it will be readily seen, is an equitable method of giving the chain its fair share of the extra benefits accruing to the manufacturer by virtue of the chain's ability to function both as retailer and jobber and to buy in quantities. But this concession he gives the chain, for the reasons mentioned, represents the exact opposite of an expense to him. It really is an advertising investment that pays him satisfactory returns.

The chain as an advertising medium—this is one of the really significant merchandising signs of the times.

# Liggett Invites Manufacturers to Join Co-operative Campaign

Space in Liggett Advertisements Offered to Manufacturers in Four-Month Newspaper Campaign in Twenty Cities

**B. H. BADANES**, sales manager for the Louis K. Liggett Company, is authority for the announcement that his company has adopted a new policy in the matter of selling space to manufacturers in the Liggett company's newspaper advertisements.

"We have been influenced in adopting this new policy," said Mr. Badanes, "by the constantly increasing number of requests received from our manufacturers to allow them to participate in this form of co-operative advertising. Up to this time, we have always declined to sell any portion of our newspaper space to manufacturers, although practically all other drug store chains have done it for years."

Among the reasons which have led the Liggett company to adopt this new policy, Mr. Badanes said, are the following: (1) The manufacturer's advertisement, printed by itself, is usually small in size, whereas when incorporated in the retailer's advertisement, it gets increased attention value by reason of the larger space. (2) A large retail advertisement, filled with attractive illustrations and offers, will be more widely read than the separate and smaller advertisements of manufacturers. (3) The manufacturer's advertisement, when placed within the retailer's advertisement, carries, by implication, the retailer's endorsement. (4) Instead of the vague line, "At your dealer's," or "At drug stores," as used in manufacturers' advertisements generally, these advertisements, when made a part of the retailer's advertising, will inform the reader definitely where the article may be procured. (5) The co-operation of manufacturers will result in the use of a larger amount of newspaper space by Liggett stores. The products, therefore, of those manufacturers who co-operate will automatically receive

the co-operation, in turn, of Liggett store managers, the effects of which are certain to be of mutual benefit, such as more productive advertising for both manufacturer and retailer in the way of increased sales at no increase in advertising cost.

It is proposed to initiate the plan as soon as possible, say the latter part of January or the first of February. Twenty cities in the United States have been selected—cities in which Liggett stores predominate, and, naturally, these are the larger cities of the country. The company estimates that the trading radius of each of these cities is very large, which is reflected in the circulations of the newspapers selected.

"In order to carry through a plan of this kind," said Mr. Badanes, "we must know in advance how many manufacturers will join with us, how much space they will use, and how long they will continue. We do not believe that a shorter period than four months would show results. So we are proposing that manufacturers who desire to co-operate in this plan purchase from us space equal to five inches each week for a period of four months in the newspapers which we have selected in these twenty cities, and that we be permitted to make use of the equivalent of five inches, or seventy lines, in a manner best suited to the occasion, over one, one and a half or two columns. The cost to the manufacturer will be the net cost of the space to us, plus a small margin for work which will have to be done in our advertising department to make the finished advertisements present a pleasing and harmonious effect."

It is anticipated, Mr. Badanes said, that about ten manufacturers will participate in the plan. In order that the announcements of ten different products, as well as

---

# Mother gets more holidays than a bank

Why does Mother refuse to keep house in the old-fashioned way? How does she manage to do her job better now, with plenty of time to spare? In the past ten years her living habits and buying habits have undergone a complete change, explained in our new booklet,

## "Mother Steps Out"

Send for a copy



**McCALL'S MAGAZINE**

236 W. 37th Street

New York

---

Liggett's own announcement, may be most effective when brought together into a single advertisement, it is necessary for the copy to be prepared in the company's advertising department. Each manufacturer will be asked to submit his own copy, though, if necessary, the company will write it. The cities selected are New York, Boston, Providence, Newark, Philadelphia, Washington, Atlanta, Miami, New Orleans, Toledo, Cincinnati, Dallas, Omaha, Minneapolis, Rochester, Buffalo, Detroit, Portland, Oreg., Los Angeles and San Francisco.

In making this offer to its manufacturers, the Liggett company is putting special emphasis on the fact that the plan is experimental and that no extension of it beyond the proposed four-month period would be desirable either from Liggett's standpoint or the manufacturers', should sales results be unsatisfactory on either side.

The plan, as it has been here set forth, is particularly interesting for the reason that its announcement was made almost simultaneously with the writing of an article by Ernest I. Mitchell on the same subject, which is published in this week's issue of *PRINTERS' INK*; and it falls in quite surprisingly with the recommendations made in Mr. Mitchell's article.

### J. D. Tew to Direct Goodrich Sales

James D. Tew, vice-president of the B. F. Goodrich Rubber Company, Akron, Ohio, has been made general sales manager, succeeding W. O. Ruthenford, resigned. Mr. Tew joined the Goodrich organization in 1906. He was made vice-president last October.

### Radcliffe Romeyn with Erwin, Wasey

Radcliffe Romeyn, formerly with the Eugene McGuckin Company, Philadelphia, is now with the New York office of Erwin, Wasey & Company.

### L. L. Weld, Vice-President, Mitchell-Faust Agency

Lyman L. Weld has been elected vice-president of the Mitchell-Faust Advertising Company, Chicago. He has been with this agency for eight years.

### Agrees That Salesmen Should Be Responsible for Collections

B. F. STURTEVANT COMPANY  
BOSTON

Editor of *PRINTERS' INK*:

"These Salesmen's Commissions Are Based on Collections," in your December 15 issue, by M. E. Bridston, is very interesting.

The plan to make salesmen responsible for collections is one that we have always used and at various times we have paid the salesmen additional bonuses for good work on their collections. Whether they are paid a bonus or not does not relieve them from the responsibility of taking care of their own accounts with such help from the credit department here as they may require.

Ten years ago we adopted different terms than had been used before then. This in effect meant that our terms became standardized on net thirty days from date of invoice with a cash discount for payment within ten days. The cash discount has varied from 2 per cent to 1 per cent, and for the last few years has been established at the latter figure. We feel that this has helped our collections more than anything else, especially in view of the fact that these are standard terms with the National Association of Fan Manufacturers.

At the same time we placed our business on a basis of shipping material f.o.b. our plants instead of freight prepaid or freight allowed as had been the case before that. This practice has also been of immense benefit to us; it has cost the customer no more and has reduced the work of handling accounts. I could personally wish that every manufacturer was on this basis and I think that manufacturers and the buying public both would be better off if it were standard practice. There is one exception to this, which is on our vacuum cleaners. These we seem to be compelled to sell on the partial-payment plan.

I appreciate that we are handling a special engineering line where we do not necessarily sell to the same customer repeatedly because ours is not a business where there are a great many repeat orders, whereas the business described by Mr. Bridston is one where the same salesman is calling upon the same customer at regular, rather frequent, intervals.

I might further say that the first job I ever had, and the only one except with this company, was with a concern selling agricultural machinery where the salesmen were compelled not only to do the selling but do the collecting of accounts and, in short, handle all business transactions with the firm's agents; each salesman having a definite territory for which he was responsible. Since I broke in that way, perhaps I have had a different feeling toward this matter of salesmen being responsible for collections than I otherwise might have.

B. F. STURTEVANT COMPANY,

R. E. SHAW,  
Manager of Sales.

# *A New High* *in* **Financial Advertising**

Merited, substantial growth carried the financial advertising lineage of the Boston Evening Transcript to a new high record during 1927.

*A total of 909,736 lines of financial advertising . . . a gain of 67,965 lines over 1926 . . . a larger gain than the combined gain of all other Boston papers (morning, evening and Sunday) . . . a gain over twice as great as the gain by any other paper.*

The prestige of the Boston Evening Transcript — its reputation as one of the outstanding American dailies — multiplies the power of financial advertisements that gain admittance to its columns.

## **Boston Evening Transcript**

**Highest ratio of BUYERS to readers**

*National Advertising Representatives*

**CHARLES H. EDDY CO.**

**R. J. BIDWELL CO.**

Boston

New York

Chicago

San Francisco

Los Angeles

*Wall Street Representative*

**JOSEPH A. KLEIN**

42 Broadway, New York



*The woman is the  
purchasing agent of  
the home...the Journal  
is her paper...*





# These facts substantiate.. *women's preference in* Portland, Oregon

# 1<sup>st</sup> in...

Local Food linage!  
National Food linage!  
Local Women's Wear linage!  
National Women's Wear linage!  
Local Drug Store linage!  
Local Department Store linage!  
**TOTAL LOCAL LINAGE!**

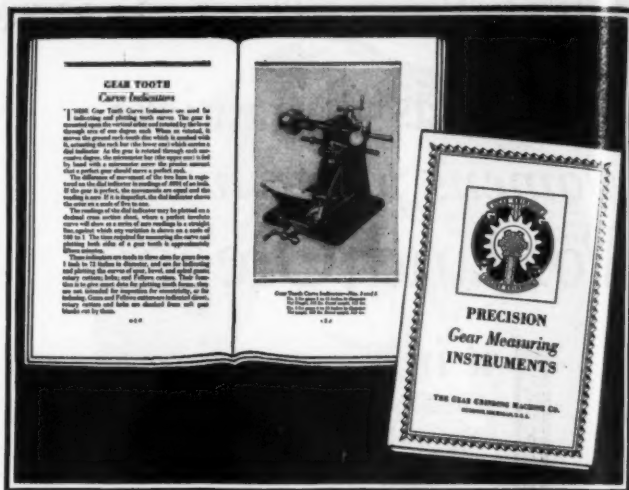
The Journal LED all Portland newspapers in Women Appeal advertising linage for the 12 months of 1927.

## The JOURNAL Portland-Oregon

Benjamin & Kentnor Company, *Special Representatives*

New York...2 West 45th St. San Francisco...58 Sutter St.  
Chicago...Lake State Bk. Bldg. Los Angeles...117 W. Ninth St.  
Philadelphia...1524 Chestnut St.





"Gear measuring instruments. Pretty technical things to write about? Here is an interesting booklet on them."

"What of it?"

"Well, it is one of several pieces on gears written and produced by Evans-Winter-Hebb."

"Still thinking of those people in connection with our direct advertising?"

"I certainly am."

"If I were you, then, I would drop them a line today."

**EVANS-WINTER-HEBB Inc. Detroit**

820 Hancock Avenue West



The business of the Evans-Winter-Hebb organization is the execution of direct advertising as a definite medium, for the preparation and production of which it has within itself both capable personnel and complete facilities: Marketing Analysis • Plan • Copy • Design • Art • Engraving  
Letterpress and Offset Printing • Binding • Mailing

## Changes in Postal Rates Suggested to Congress

A REPORT on postal rates was transmitted to Congress on January 9 by Lewis E. Pierson, president of the United States Chamber of Commerce. The report declares that the existing postal rates have proved both unfair and uneconomic. It recommends revision of existing rates and asks for the establishment of the postal rate structure "upon a sound and permanent basis."

The facts contained in this report—facts of keen interest to advertisers and publishers—were compiled by the Postal Service Commission of the Chamber. This Commission has dug deeply, not into the theory of the postal rate system, but into the actual results of the rates that are now in effect. As a consequence, it is able to report to Congress that:

1. The increase in the rate on private mailing cards has driven more than 80 per cent of private post-cards out of existence.

2. Under the increased zone rates on advertising matter in newspapers and magazines, this class of matter, instead of showing substantial profits for the Post Office, as it was expected to do, actually shows a decrease in the normal rate of increase. In other words, the increase in revenue from this source has not corresponded to the growth of the publishing business.

3. Rates on newsdealers' bundles used in wholesale newspaper and magazine distribution are too high for the character of service rendered by the Post Office.

4. Rates on publications mailed by other than the publishers are so high that this business shows a decrease of 37 per cent.

5. If the Post Office had not raised the rates, and if the business of the department had increased normally, the revenues at the old rates for the three years ended June 30, 1927, would have slightly exceeded the actual receipts under the new rates.

From these five facts, it may readily be seen that the point which the Postal Service Commission wants particularly to impress upon Congress is that in running the Post Office, as in running any business, the profit comes not by increasing rates and lowering volume, but by maintaining rates at the lowest possible figure and thereby increasing volume. Business men learned this lesson many years ago. Apparently, however, it has not penetrated official Washington as yet.

### Merged Plumbing Companies Appoint Ayer

The J. L. Mott Company, Trenton, N. J., the Laib Company and the Columbia Sanitary Manufacturing Company, sanitary equipment and plumbing supplies, have been merged into a new company to be known as the J. L. Mott Company, Inc. George H. Laib will be president of the new company. Other directors will be W. G. Probst and Jordan L. Mott, 3rd.

N. W. Ayer & Son have been appointed to direct the advertising account of the J. L. Mott Company, Inc.

### Change in Ownership of Pickus-Weiss, Inc.

Edward H. Weiss has purchased the interest of Morris I. Pickus in the Chicago advertising firm of Pickus-Weiss, Inc. Mr. Weiss, as president, will have active charge of the business, while George H. Snyder will function as general manager.

Mr. Pickus has joined Vanderhoof & Company, Chicago advertising agency.

### Hotel Account to Husband & Thomas

The Virginia Hot Springs Company, Hot Springs, Va., owner of the Homestead Hotel, has appointed the Husband & Thomas Company, Inc., New York advertising agency, to direct its advertising account.

### "Town & Country" Adds to Staff

Arthur H. Coley and Roger Donlon have joined the advertising staff of *Town and Country*. Both men were formerly with the New York *Herald Tribune*.

### C. C. McKinney, Director of Sales, Cuneo Press

Charles C. McKinney has joined The Cuneo Press, Chicago, as director of sales. He was recently with Archer A. King, Inc., publishers' representative.

# A Booklet Is Made the Feature of This Newspaper Campaign

Canadian Underwear Manufacturer Finds People Are Keenly Interested in Health Exercises

IT occasionally happens that the booklet offered in the advertising plays so important a role in a campaign that it all but assumes the function of the tail that wags the dog. Usually the booklet is a subsidiary item, introduced sometimes to check up the pulling power of various mediums; as a feeder for the mailing list; or to obtain leads for salesmen or retailers. The booklet has many uses but it is an unusual specimen that provides practically the entire motif of a campaign.

In advertising its woolen underwear, Penmans Limited, Paris, Ontario, has made most effective use of a booklet called "10 Minute Health Exercises." The name of the firm's product is "Health Underwear," so that the close tie-up is obvious. The booklet was suggested in the first instance by the existing vogue for ten-minute morning exercises. It was believed that while many appreciated the health value of systematic physical drills, only a small minority understood physical culture methods. The company conceived the idea that by assuming the role of exercise instructor in the home, it would create unusual reader interest in its advertisements and enlist the good-will of thousands of potential underwear customers.

The hunch proved a sound one and requests for the exercise books have come in from men, women and children, all of whom were appealed to in the advertising.

The booklet is of vest-pocket size with wear-resisting cover stock. Encouragement to make it a pocket companion is found in its blank pages for memos and addresses. Fifteen exercises suited to the bathroom or bedroom are illustrated and described, one exercise to a page. One page lists the Penmans lines, but otherwise no mention of the product is made. A brief preface quotes Dr. Woods Hutchinson and gives a very short explanation of the purpose of the book and how to use it.

The illustrations, in line, which along with the exercises are reproduced in the newspaper displays, show a man garbed in Penmans health underwear. They demonstrate that a perfectly good reason may be found for picturing the human form in an advanced stage of dishabille. It is a perfectly natural thing to do one's "daily dozen" robed only in underwear and this is exactly what the campaign pictures. Penmans garments are presented not merely as underwear but as "health garments." The figures "do their

**WATCH FOR THE MARK**  
**HEALTH UNDERWEAR**

**Penmans 95**

**HEALTH UNDERWEAR.**

THE MODERN INTEREST IN HEALTH EXERCISES PROVES A GOOD COPY THEME FOR A PRODUCT SUCH AS UNDERWEAR

# Facts for Your Files



**S**INCE 1920 Louisville has grown 35% in Population—to a present total of over 325,000.

The population of Greater Louisville is now well over 400,000.

Louisville serves a market of over 2,000,000 prosperous people.

Louisville has a larger percentage of people worth \$5,000.00 or more than any city in America.

Postal Receipts, Bank Clearings and Savings Deposits have gained substantially in 1927 over 1926.

Eighteen Louisville Industries lead the world.

Louisville has seven manufacturing plants that are the largest of their respective kinds in the World.

Louisville offers consumers of gas the lowest rates in the world for natural gas heat units.

now  
over  
**167,000**  
daily

With a background of over 101 years of Constructive public service, and circulations that cover the entire Louisville, Kentucky Market, these progressive Newspapers offer Advertisers a degree of **COVERAGE** and reader **CONFIDENCE** that is equaled by few newspapers anywhere.

now  
over  
**135,000**  
Sunday

## The Courier-Journal

## THE LOUISVILLE TIMES

Represented Nationally by the S. C. Beckwith Special Agency  
(Member of the 100,000 Group of American Cities)

stuff" and need no background of bedroom, clubroom, or boudoir as explanation or apology for being caught bending in undress.

In the newspaper campaign, the three most popular Penmans lines are featured. To achieve a maximum of selling appeal and avoid the possibility of directing too much attention to the exercises to the exclusion of the product, layouts have been carefully planned. In each display the figure is the dominant item and is shown demonstrating an exercise reprinted from the booklet. He is arrayed in Penmans underwear and is "caught" in an arresting pose, strongly expressive of action. Well within the eye-field of the illustration appears a caption, such as "Your best health insurance—winter in Penmans 71." Also well within this field of vision in the first series of advertisements was a cut of the booklet with this copy below: "To help promote the good health of Canadians, Penmans have prepared an attractive book on home exercises which will be sent to you free on request. . . ."

#### THE COPY

The copy referring to the product was prominent without tending to crowd off other matter and it stresses quality and moderate price. "So durable is this famous Canadian garment that thousands who bought it two, three and even four years ago are today still enjoying its matchless health-preserving qualities," read one paragraph. "On bitter winter days you'll find Penmans 95 your most reliable protection against influenza, chills and other cold-weather ills."

So valuable was the part played by the health booklet in drawing replies that a second series of very similar advertisements was prepared. This second series numbers eight. It does not feature the booklet throughout, as that little work has attained an enormous circulation, but in the last display of the series the suggestion is offered that the reader write in for a complete set of the exercises.

### Link-Belt Company Names Vice-Presidents

George P. Torrence has been appointed vice-president of the Link-Belt Company, Chicago, power transmission, and will have general charge of Indianapolis operations and sales, with headquarters at that city. George L. Morehead has been appointed vice-president in charge of Eastern operations and sales, with headquarters at Philadelphia.

Frank B. Caldwell has also been made a vice-president in charge of the Chicago plant and sales. W. C. Carter, also a newly-elected vice-president, is in general charge of production at all plants with headquarters at the company's general offices at Chicago.

### Acquires Hy Goldstein Advertising Service

The Hy Goldstein Advertising Service, New York, has been taken over by the recently organized Herald Advertising Agency, Inc., of that city. The officers of the new company are Hy Goldstein, president; Ralph S. Reubin, vice-president, and Richard L. Frey, secretary-treasurer.

Mr. Reubin for the last nine years has been with the Fairchild Publishing Company, New York, as advertising manager of *Women's Wear Magazine*, and assistant city editor of *Women's Wear Daily*.

### Mianus Motors Account to Larchar-Horton

The Mianus Diesel Engine Company, Stamford, Conn., manufacturer of gasoline marine motors and Diesel engines, has appointed the Larchar-Horton Company, Providence, R. I., advertising agency, to direct its advertising account. Boating magazines, newspapers and direct mail will be used.

### G. A. Hanser with Kling Brothers & Company

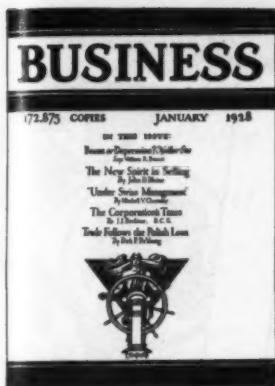
G. A. Hanser, formerly advertising manager of the English Woolen Mills, Buffalo, N. Y., has been made manager of the sales promotion department of Kling Brothers & Company, Inc., Chicago, Klingmade men's clothes.

### W. R. Durgin Joins Thompson-Koch Company

William R. Durgin, for seven years with the Kling-Gibson Company, Chicago advertising agency, has joined the Thompson-Koch Company, advertising agency of Cincinnati.

### Sauerkraut Juice Corporation Appoints Quinlan Agency

The Sauerkraut Juice Corporation, of Clyde, Ohio, has appointed The Quinlan Company, Chicago advertising agency, to direct its advertising account.



An endless flow of comments like this proves just how **BUSINESS** is received by wide-awake business executives and firms.

*"It keeps abreast of business trends"—  
 "Clear intelligence in all the articles"—  
 "Exceedingly profitable"— "Excellence of  
 the magazine"— "Most interesting  
 business magazine I have ever read."*


Such a decided editorial appeal will most certainly have a favorable influence and result on the advertising in its pages.

**THE BURROUGHS PUBLICATIONS**  
 Second Blvd. and Burroughs Ave., Detroit





**CHAMP**




**Menu 1**  
 1. Fruit  
 2. ...  
 3. ...  
 4. ...  
 5. ...  
 6. ...  
 7. ...  
 8. ...  
 9. ...  
 10. ...

**Menu 2**  
 1. ...  
 2. ...  
 3. ...  
 4. ...  
 5. ...  
 6. ...  
 7. ...  
 8. ...  
 9. ...  
 10. ...

**Menu 3**  
 1. ...  
 2. ...  
 3. ...  
 4. ...  
 5. ...  
 6. ...  
 7. ...  
 8. ...  
 9. ...  
 10. ...

**CHAMP**




**Menu 4**  
 1. ...  
 2. ...  
 3. ...  
 4. ...  
 5. ...  
 6. ...  
 7. ...  
 8. ...  
 9. ...  
 10. ...

**Menu 5**  
 1. ...  
 2. ...  
 3. ...  
 4. ...  
 5. ...  
 6. ...  
 7. ...  
 8. ...  
 9. ...  
 10. ...

**Menu 6**  
 1. ...  
 2. ...  
 3. ...  
 4. ...  
 5. ...  
 6. ...  
 7. ...  
 8. ...  
 9. ...  
 10. ...

**CHAMP**

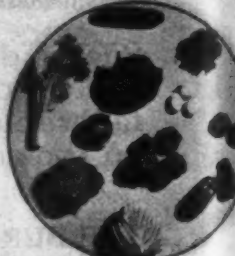


**Menu 7**  
 1. ...  
 2. ...  
 3. ...  
 4. ...  
 5. ...  
 6. ...  
 7. ...  
 8. ...  
 9. ...  
 10. ...

**Menu 8**  
 1. ...  
 2. ...  
 3. ...  
 4. ...  
 5. ...  
 6. ...  
 7. ...  
 8. ...  
 9. ...  
 10. ...

**Menu 9**  
 1. ...  
 2. ...  
 3. ...  
 4. ...  
 5. ...  
 6. ...  
 7. ...  
 8. ...  
 9. ...  
 10. ...

**CHAMP**



**SIX COLOREFUL LUNCHEON ENSEMBLES**  
 By W. H. H. H. H.

When you are planning a luncheon for a group of people, it is important to have a variety of food items that are both delicious and nutritious. The following six colorful luncheon ensembles are designed to provide a balanced and appealing meal for your guests.

1. **Salad** - A fresh green salad with a light dressing, topped with sliced cucumbers and tomatoes.

2. **Soup** - A hearty vegetable soup with carrots, celery, and potatoes, served with a slice of crusty bread.

3. **Main Course** - A roasted chicken with a herb butter, served with a side of mashed potatoes and a green bean casserole.

4. **Side Dish** - A baked potato topped with cheddar cheese and a dollop of sour cream.

5. **Dessert** - A fruit salad with a variety of fresh fruits, including apples, oranges, and grapes, served with a light syrup.

6. **Beverage** - A refreshing iced tea with lemon and a touch of honey.

THESE WILL ADD DISTINCTION TO A PROSaic MENU



# FOODS—*their* Preparation *and their* Service

**G**RACIOUSNESS in every phase of living is a predominant characteristic of people in New Jersey—at least of those 80,000 of them who read and like Charm.

Charm has gained their favor by dealing with their every interest with a distinction that

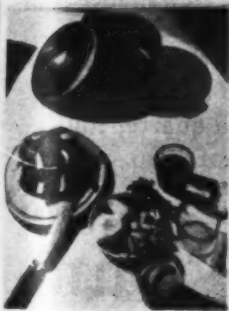
meets their exacting demands  
for nice things of every kind.

Charm readers respond to the appeal of fine products and the editorial pages of Charm help the advertiser who has a really fine product and the aim to achieve a preferred standing for it in this richest of all suburban markets.

# CHARM

*The Magazine of New Jersey  
Home Interests*

STANLEY V. GIBSON, *Adv'tg Mgr.*, 28 West 44th St., New York



LIVE - A MINUTE OF FOOD IRON

© 2003 Blackwell Publishing Ltd, *Journal of Internal Medicine* 253: 101–107

[illegible]

As such, the feeding of live and more plentiful prey items to larvae just after the moult from stage 1 to stage 2 is probably the most important factor for rearing the 2nd instar. (3) The growth of adults (4) compares the number of instars that develop during 1 instar and 2 instar periods, and with the 1 instar period.

[illegible]

There is no conflict between the proposed and existing laws in the country. On the basis, the law is not intended to be a hindrance against the people's welfare. Some laws, which have been promulgated in the past, are in the line of the law, and the law is not intended to be a hindrance against the people's welfare.



---



---

# DOMINANT

***E**VERY MONTH for two and a half years advertisers have used more space in The Sun than in any other New York evening newspaper.*

## IN 1927

The Sun published over sixteen and a half million lines of advertising—the largest volume of advertising ever published in one year by any New York evening newspaper.

It led the second New York evening newspaper by over two and a half million lines and made a gain of more than a quarter million lines over its own record of 1926.

**The**  **Sun**  
NEW YORK

A Newspaper of Distinction in its  
Readers, its News and its Advertising

---



---

# Is the Mail Lead Worth Its Cost to the Salesman?

This Company Advises Its Salesmen Not to Expect Mail Leads but to Call on Prospects Who Have Been Prepared by Mail

By C. C. Casey

President, Work-Organizer Specialties Company

**M**OST advertising and sales executives are convinced that cold-canvass selling is not an efficient way to use salesmen.

A test was made by an office equipment house some years ago which showed that cold-canvass calls produced but one-ninth as much business per 100 calls as prepared-prospect calls.

Individual salesmen, I am sorry to say, are not falling in line with this bigger side of merchandising in the way they should. True enough, most of the modern salesmen of today are averse to what they call "missionary work," but when it comes right down to working with advertising, the number who are willing to go all the way is much too small.

For years I have urged our own salesmen to avoid cold-canvass calls. I have shown them in black and white that the results per 100 calls leans heavily in favor of prepared prospects. But the only reaction worth while has been a swinging to the obvious alternative—mail "leads."

This matter of mail leads for salesmen has been discussed from every angle, perhaps, and yet I find very few sales executives, and almost no salesmen, who have what I consider the scientific angle of it.

There isn't any doubt that if we take two salesmen, of equal ability, with equal propositions, and equal prospects, and require one to work entirely on a cold-canvass basis, and let the other work entirely on leads secured by mail, the latter will get far more business per 100 calls. But the cold-canvass salesman can take his prospects next-door to each other, and make twice as many calls, often as much as ten times as many, and the aggregate of his business

may be greater than that of the pampered, mail-lead salesman.

There is enough chance for the cold-canvass salesman to outstrip the mail-lead salesman to leave room for doubt in the salesman's thought.

In fact, though I have been a constant advocate of advertising co-operation for salesmen for a good many years, I myself am in doubt about the "by-and-large" value of mail leads for the salesman. I agree heartily that the leads are a good thing in themselves, but I am very doubtful whether they really help the salesman.

We have one salesman who works almost entirely on mail leads, and another who has almost none, but there is no doubt at all that the salesman who is working without mail leads is doing the best work and the most of it—not because he is a better salesman, or has a better territory, but because he is working more scientifically than is the other.

The reason is that mail leads scatter a salesman all over the map. This one salesman who is specializing on handling leads can make only two to four calls a day. The other one, who works without leads, can make eight to ten, or even fifteen calls a day.

## EMPHASIZING A BAD TENDENCY OF SELLING

The tendency of salesmen is to scatter themselves all over the map, anyway, and the mail-lead idea seems to emphasize this bad tendency; in fact it makes it necessary for the salesman to do just that, all the time.

So, based on the above preliminaries, I am going to say that the mail lead is not worth its cost. I will go farther and say that the mail lead is apt to be positively

a retarding influence for a sales organization.

But I am *not* saying that advertising does not help the salesman. If you take 100 experienced salesmen at random and ask them whether they would rather sell a nationally known product or an unknown product, I believe the majority will favor the former, instantly.

It enables them to avoid what they call missionary work, without having to waste their time looking up specific people who have sent in inquiries.

If it were practical to make the inquiries come in by streets, and street numbers, like city gas bills, there would be no doubt about their value, or the soundness of a sales policy built on mail leads. But they won't come in that way. Neither can they be "sorted" so they take that form.

There is one sales organization in the office equipment field which just about hates mail inquiries. It is a home office policy to require the salesmen to follow up every inquiry. If any salesman fails to report within a designated time on any inquiry, no matter how distant, or how far off his planned schedule, the home office sends another salesman to call on the prospect, and charges the cost to the salesman who ought to have made the call.

These charges usually cut deeply into the salesman's regular earnings, for the distant inquiries thus followed up from the factory, seldom pay their own cost. So the salesmen in that organization probably would vote unanimously to stop all inquiries.

Considering all these angles, we advise our salesmen against mail leads.

Yet we urge them, constantly, to call on prepared prospects, prospects who have been prepared by mail. In our case, it is better to go directly to specified prospects, rather than to cultivate the entire buying public by general advertising.

This plan is illustrated best, perhaps, by the way it is being handled by a salesman in St. Louis. This man is using home office material, but is sending it personally to his

own prospects ahead of his calls. In the larger sales territories this can be done for the salesman, by the office girl, under the direction of the local manager, but in this particular case which I will use for illustration, the salesman is standing on his own feet.

"I am not making any calls, any more," he says, "without sending my letter a couple of days ahead of me, and it sure does pay. You do not strike your prospect cold. He is often looking for you, or expecting you, and usually he has been thinking seriously about the problem I am coming to talk about. This plan always gets me an interested hearing—which is in big contrast to what I formerly got when making cold-canvass calls."

This man is sending a simple little letter, which outlines the proposition very briefly. It invites no action, and asks nothing. It wouldn't be very easy for the prospect to answer the letter, because there is nothing much he can say. No answer is desired, for the salesman intends to call, in regular street-by-street sequence, whether the prospect answers or not.

#### WHAT A TEST REVEALED

The office specialty manufacturer already referred to, made a test which showed that calls on prepared prospects produced nine times as much results per 100 calls as did cold-canvass calls.

This company checked its sales for a year, and found that 75 per cent of all sales were made to prospects who were on the mailing list, while only 25 per cent of the calls were made on these prospects. Inversely, the other 75 per cent of the calls were cold-canvass calls, and produced only 25 per cent of the business. If all the calls had been made on prepared prospects, the sales should have been nine times as great for the same number of calls.

Suppose that, on the average, seven calls on prospects who had been prepared in advance got one order—an average of better than fourteen orders per 100 calls, including call-backs.

Then three times as many calls—300—on unprepared prospects

produced but one-third as many orders; which means 300 calls for a little better than four orders, or one and one-half orders per 100 cold-canvass calls, including call-backs.

From these figures it is obvious that it paid the salesmen to prepare the way for their calls, by having the home office put their prospects on the mailing list.

In this instance, the men themselves were not required to handle their own mailings, but were required to pay the postage. They merely said "OK" to have the regular mailings go to their list of prospects.

The results were made easier to check because many of the salesmen were wide awake enough to give the home office the go-ahead, in advance, to mail every campaign to all their prospects, and bill the postage. Other salesmen merely threw away the company's invitation to put their prospects on the mailing list on this basis.

The first test required merely looking at the quota records of salesmen who did, and salesmen who did not, work with the advertising. The difference was so marked that the further check-up seemed justified.

If you divide a sales organization into two groups, one group representing salesmen who worked wholeheartedly with the advertising, and the other group representing salesmen who did not work with the advertising and you found that in one group nearly all of the men made their quotas, and in the other group very few made theirs, you might easily assume that there was a reason.

But don't overlook the big point in this example—the salesmen were not expecting the advertising to make sales, or to cause prospects to write letters. They put all the prospects they were going to call on on the mailing list, and merely continued to call on them—without waiting for leads.

So far as the salesmen were concerned, they handled the prospects just about as if no advertising had been sent to them. The calls made by both groups were

made in about the same way, even those who were paying for advertising help, calling in the same way as did those who had no advertising co-operation.

They had all the advantages of time economy on their prepared calls which the cold-canvass plan could give, and the very great additional advantage that every prospect knew enough about the proposition and company to enable the salesman to talk with them instead of at them.

I know one company which is swinging around more and more to a policy of not giving the salesmen mail leads. Where a mail lead comes in and requires attention, it tries to handle it by mail, at least until it is about ready to close, before calling a salesman off his regular route to make a call—or the inquiry is held until the salesman can make a call without too much waste of time. In some instances the order can be closed by mail—though the salesman gets the credit just the same. The idea is to avoid disrupting the salesman's schedule of calls, or switch him off his regular route.

On lines which are handled through dealers exclusively, as some lines are, an effort is made to swing the order through the dealer, not as a mere inquiry but as an actual order. This is done by sending an order blank, made out to the dealer, ready to be checked and mailed.

Everything sent to prospects on the dealer lines are handled that way. No matter how many letters must be written to users or prospective users, the order blank always goes, making it easy for the prospect to order, and from his local dealer.

It is found that dealers are even less able to handle mail leads efficiently than are salesmen, and while the company is glad to have mail leads which it can turn over to dealers, it values them mostly as a means of showing dealers that a real interest in the goods exists, for the company tries to do most of the follow-up work by mail to land the order for the dealer.

Dealers usually cannot be de-

pendent upon to follow up mail leads, though there are of course many dealers who do follow them up. The reason probably is that dealers' outside salesmen have regular routes. The attempt is made to handle the inquiries in such a way that if the dealer does follow them up, it will help, but so that the dealer's follow-up is not the only key to the situation.

### Another Banker Drops "All Sold" Clause

In its recent newspaper advertisements announcing the oversubscription of its offering of Kroger Grocery and Baking stock, Lehman Brothers, New York, bankers, eliminated the "all sold" line. This step was taken in order that misunderstanding may be avoided, as this line often means that the stock has been "all sold" to both dealers and investors rather than to investors only. The banking house of Goldman, Sachs & Company several weeks ago also eliminated this clause in its advertising of a stock issue.

### E. E. Martin, Cleveland Industrial Commissioner

Earle E. Martin, at one time publisher of the former *Cleveland Times*, has been appointed industrial commissioner of Cleveland, a new position created by the industrial development committee of the Cleveland Chamber of Commerce. He was formerly with the Scripps-Howard Newspapers.

### W. G. Steward with Seiberling Rubber Company

W. G. Steward has been placed in charge of sales promotion and dealer advertising for the Seiberling Rubber Company, Toronto, Can. He was at one time advertising manager of the Good-year Tire & Rubber Company of Canada Ltd., and later was with the *Toronto Globe*.

### Woodworth, Inc., Elects Officers

Ralph Aronson has been elected president of Woodworth, Inc., New York, Viegray, Karsess and Fiancée perfumes, etc. Theodore Kirby, Joseph Kebo and John Bartholomew have been elected vice-presidents and Walter G. Button, treasurer.

### R. D. Doane, Advertising Manager, Lehigh Cement

Roland D. Doane has been appointed advertising manager of the Lehigh Portland Cement Company, Allentown, Pa. For the last eight years he has been associated with the sales and sales promotion departments of the United States Rubber Company, also of New York.

### New Accounts for Baltimore Agency

The Egal Metal Products Company, Baltimore, has placed its advertising account with the H. Lesseraux Advertising Agency, also of Baltimore. A campaign in technical and trade magazines on Egalite, a new metal alloy for use in the automotive engineering industry, will start immediately.

The Calvert Manufacturing Company, Baltimore, has also appointed the H. Lesseraux Advertising Agency to direct its advertising account. Newspapers and direct mail are being used.

### New Jersey County Plans Three-Year Campaign

Burlington Countians, Inc., has been organized in Burlington County, N. J., and has approved a three-year plan for advertising the residential and industrial features of the county. Philadelphia, Camden, N. J., and New York newspapers will be used. The United Service Advertising Agency, Newark, N. J., has been appointed to direct the campaign.

### I. M. Shafrin Joins C. E. Falls Service Company

Irvin M. Shafrin has joined The C. E. Falls Service Company, Chicago, as director of the copy department. He was formerly with the sales-promotion departments of the *Milwaukee Journal* and *Willys-Overland, Inc.*, Toledo, Ohio.

### Now Stevenson & Scott, Limited

The name of Dominion Advertisers Ltd., Montreal advertising agency, has been changed to Stevenson & Scott Limited. R. O. Stevenson is president, and F. E. Scott, vice-president of this agency.

### Carthage "Press" Appoints Geo. B. David

The Carthage, Mo., *Press* has appointed the Geo. B. David Company, publishers' representative, as its national advertising representative.

### D. S. Dowling, Editor, "Toilet Requisites"

Donald S. Dowling, who has been associated with perfume importers for the last eight years, has joined *Toilet Requisites*, New York, as editor.

### Lee & Williamson Changes Name

The firm name of Lee & Williamson, publishers' representatives, New York, has been changed to Williamson & Bradburn.







# —to help the electrical industry in its planning

**E**LECTRIC SERVICE is one of the very few basic commodities in almost universal use by industry, commerce and the home. Consequently the leaders of the electrical industry must have at their command basic statistics that will guide them in making plans for 1928 activities—plans for additions to their plants and systems—plans for purchases of new equipment.

To Electrical World has come the responsibility and the opportunity of acting as statistical, financial and business-planning guide to the electrical industry.

Once again it has published its Annual Statistical Issue, dated January 7, 1928. Into this one issue the editors of Electrical World have written a statistical record of the

achievements of the year 1927 and a forecast of electrical and general business conditions for 1928.

Executives and engineers of electric light and power companies, consulting engineering organizations, electrical manufacturing concerns, large electrical construction companies and many other important units in the industry will use the Statistical Issue of Electrical World as a business-planning tool this year as in previous years.

The Annual Statistical Issue of Electrical World is another contribution to the electrical industry—one that only a magazine with McGraw-Hill resources behind it could have made—one that again stamps Electrical World as headquarters for electrical data.

## Electrical World

*A McGraw-Hill Publication*

Tenth Avenue at 36th Street, New York City

Member A.B.C. and A.B.P.



## Both Know "F Soup

**T**HE two food advertisers who should have the not k  
greatest knowledge of the value of the different. You  
advertising mediums are The National Biscuit e cons  
Company and the H. J. Heinz Company because

They sell direct through their own sales-  
men who are in daily contact with the  
retailers in every city.

They have many different products—old  
and new—to merchandise and advertise.

Take away from any city the purchasers of N. B. C. company,  
and Heinz products and there is no market left. ous of  
Forty

Last year, when the National Biscuit Company  
authorized the continuation of their Street Car  
advertising all over the United States for another  
term of years, one of the officials said "You really

STREET RAILWAYS ARTI

Jan. 12, 1928

PRINTERS' INK

*Such Fruits / Such Nuts / Such Flavor //*

## NATIONAL FRUIT CAKE

GOLDEN and DARK



## "Soup to Nuts"

They not know Street Car advertising as well as we do. You sell it. We use it and have for twenty-five consecutive years."

Two months ago, when Mr. Howard Heinz signed a five year renewal for a card in every car of the United States and Canada, he said "My dear old dad was a great believer in Street Car advertising and I have certainly come around to his views."

The National Biscuit Company and the H.J. Heinz Company have no monopoly on the millions of hours of time spent with the car cards every day by Forty Million passengers.

*H. R. Barnard*

National Advertising Manager.

ARTISING COMPANY



## Less Solicitation— More Service

Whether you make mouse-traps or build bridges a sale is never really "closed" until the customer is satisfied with product, price and delivery.

In our 52 years experience so much printing has come to us from service that less than the usual amount of solicitation has been necessary.

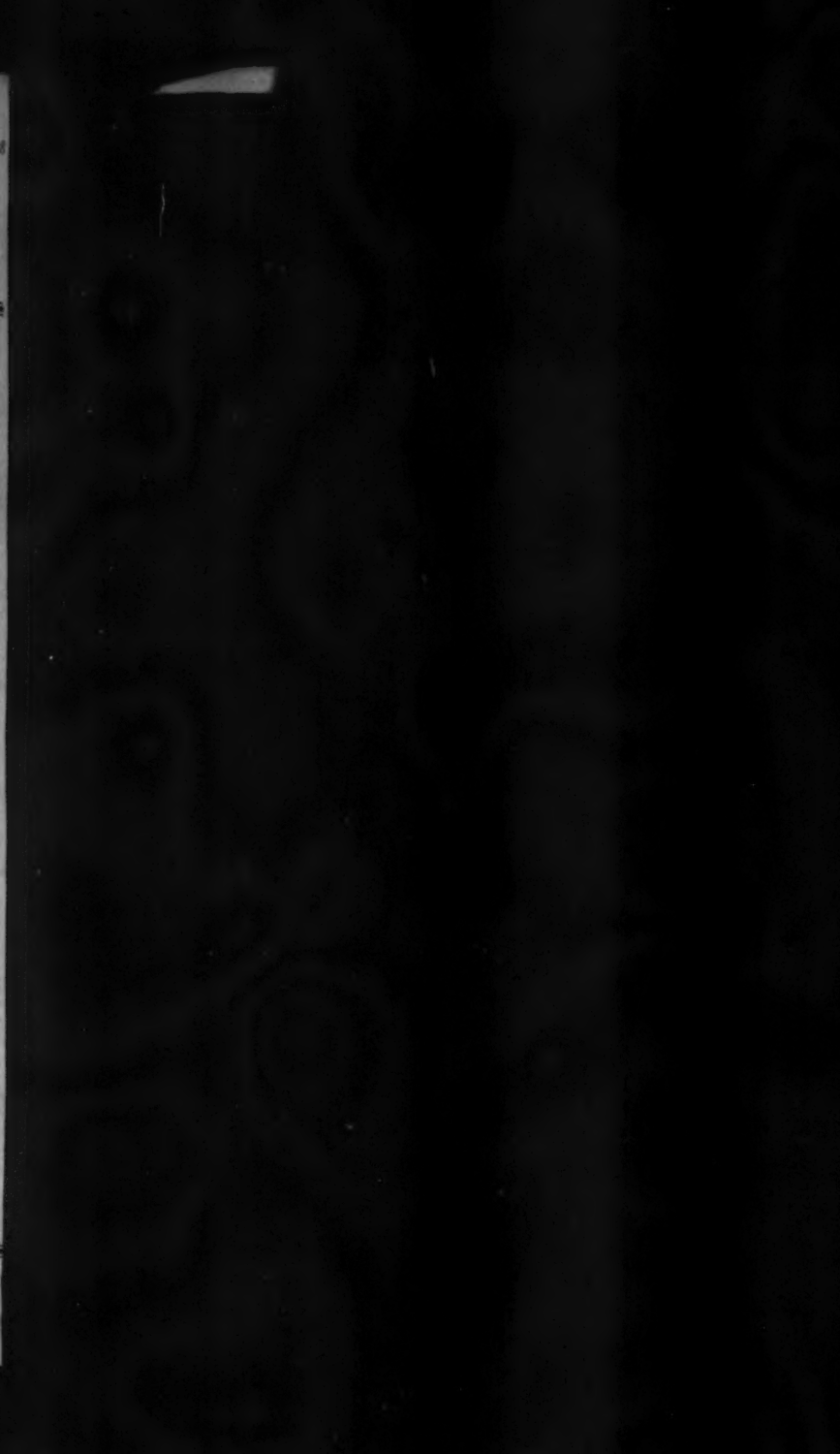
In 1928 we pledge ourselves to a continuance of our "less solicitation—more service" policy and a still further intensification of it wherever possible.

*Isaac Goldmann Company*  
ESTABLISHED 1876

PRINTING OF EVERY DESCRIPTION

80 LAFAYETTE ST.  
NEW YORK, N.Y.

TELEPHONE  
WORTH 9430



Jan.

H

UN

Feder  
Marc  
been  
prop  
given  
and,  
neces  
will s  
broad  
adver

It  
the s  
posed  
Radio  
much  
chain  
gress  
result  
been  
over  
to of  
the n  
ing i  
been  
to ad  
its, v  
pend  
Comm  
best

Th  
runni  
Cong  
sharp  
Radio  
tative  
Main  
a bill  
radio  
life o  
15, 1  
of th  
tee,  
radio  
fore,  
chan  
up fo

Th  
Whit  
Feder  
ity to  
tising  
'I an

Mr.

cussio

## Congress to Hear All about Radio Advertising

UNDER the terms of radio act of 1927, the life of the Federal Radio Commission ends in March, 1928. Several bills have been introduced in both Houses proposing that the Commission be given an extended lease of life, and, since rather prompt action is necessary, it is likely that Congress will soon be hearing all about radio broadcasting and particularly about advertising over the air.

It appears to be the belief of the sponsors of some of this proposed legislation that the Federal Radio Commission has leaned too much in the direction of the large chain stations. These same Congressmen seem to think that, as a result, radio chain systems have been given an unfair advantage over competitors which are not able to offer equal facilities. Of course, the next step in this line of reasoning is that the radio chains have been enabled to sell time on the air to advertisers at tremendous profits, while the less favored "independents" have been forced by the Commission to struggle along as best they could.

That these thoughts are actually running through the minds of Congressmen is indicated by a sharp attack upon the Federal Radio Commission by Representative Wallace H. White of Maine. Mr. White has introduced a bill amplifying the scope of the radio act of 1927 and extending the life of the Commission until March 15, 1929. Mr. White is chairman of the Merchant Marine Committee, which has jurisdiction over radio legislation. It may, therefore, be taken for granted that the chances of his bill actually coming up for discussion are very good.

The interesting feature of Mr. White's bill is that it gives the Federal Radio Commission authority to prohibit commercial advertising through a chain of stations. "I am introducing this provision," Mr. White says, "to provoke discussion of this general subject in

the hope that from such discussion there may come a clarification of views, rather than because I am affirmatively for the provision as I have drafted it."

Just why the radio chains should be singled out for this prohibition is not clear at this moment. However, that will probably be brought out in the discussion of which Mr. White speaks. In the meantime, advertisers over the air, as well as the radio stations themselves, will probably find the *Congressional Record* worthy of studious attention.

### R. L. Watkins Acquires Dr. Lyons Toothpowder

The R. L. Watkins Company, New York, maker of multisided coconut oil shampoo, has taken over I. W. Lyons & Sons, Inc., also of New York, maker of Dr. Lyons' toothpowder and dental cream. The John F. Murray Advertising Agency of that city has been appointed to direct the Lyons advertising account.

### Reptile Leather Account to Arthur Hirshon Agency

F. Hecht & Company, Inc., New York and Paris, American distributor for Alpina S. A., Berne, Switzerland, tanner of Alpina reptile leathers, has appointed the Arthur Hirshon Company, Inc., New York advertising agency, to direct its advertising account. Magazines, newspapers and business papers will be used.

### E. B. Jackson Made Vice- President of Stutz Motors

Edwin B. Jackson has been elected vice-president of the Stutz Motor Car Company of America, Inc., Indianapolis. He will direct the Eastern sales from the New York office of the Stutz company. Mr. Jackson was formerly vice-president of the Willys-Overland Company. At one time he was president of the Packard Company of New York.

### Boat Account to Detroit Agency

The Chris Smith & Sons Boat Company, Algonac, Mich., has appointed the Fred M. Randall Company, Detroit advertising agency, as advertising counsel. This firm, which manufactures the Chris-Craft mahogany runabouts, will advertise in boating publications and general magazines.

### Paige-Detroit Motor Car Company Changes Name

The name of the Paige-Detroit Motor Car Company, Detroit, has been changed to the Graham-Paige Motors Corporation.

# Faith Is More Important Than Facts

Why Advertising Appropriations Offer Excellent Indices by Which to Gauge the Future

By Joseph M. Kraus

Advertising Manager, A. Stein & Company

**A**DVERTISING investments budgeted a year, six months or even thirty days in advance are important indices by which to gauge the future. Whether or not they present as strong a bearing on future development as do present-day procedures of gauging future potentialities by past performances, is a question which resolves itself into the problem of weighing psychological premises against established past facts.

The business forecasts for 1928, particularly for the first six months, have been generally optimistic. Pig iron production, car loadings, crop reports, low money rates, building prospects, gold movements, employment figures, etc., are all facts which have been painstakingly weighed by a score of statisticians.

One lone commentator—PRINTERS' INK—submits the proposition that advertising appropriations made by leaders in every line of industry, afford an additional index. The December 22 issue contains an interesting symposium of a cross-section survey made throughout the United States, which, to the writer's mind, has a very definite and most important bearing on future progress.

Why should a survey of advertising appropriations be important? What material bearing upon future prosperity has the fact that individual industries are investing from several thousand to several million dollars each in advertising during 1928? What significance is there in the fact that these men, after carefully considering all conditions in their own industry and business in general, are backing their judgment with investments which in the aggregate exceed all previous records?

The significant factor behind

this panorama of planned publicity is Faith.

Upon what facts did American inventive genius feed during the last hundred years? If we go back to 1828 and find Henry perfecting his electro magnet; and seven years later find Morse inventing the electric telegraph; and in 1839 discover Goodyear producing vulcanized rubber; and in 1846 see the discovery of the sewing machine by Howe; and the electric locomotive in 1851 by Vail; and the telephone in 1876 by Bell; and the talking machine and incandescent lamp in 1877 and 1888 by Edison, are we not justified in 1928 in asking ourselves what inspired these pioneers in their toils? Or in the last fifty years, the invention of the trolley car, the cash register, the linotype, the transparent photographic film, the rotary converter, the motion-picture machine, the disk plow, high-speed steel, the automobile, the airplane, the radio—to mention only a few.

What great outstanding impulse was a common denominator of each accomplishment? Faith. Perhaps Bell didn't realize in 1876 that there would be 17,500,000 telephones in the United States alone in 1926. Possibly there were people in 1916 who could not foresee this fact because they felt the limit had been reached then with 10,500,000 telephones in use. The same faith that spurred Bell on fifty years ago, spurred our contemporaries to greater achievement ten years ago.

The inventive genius that gave us the radio possibly may not have realized that 6,500,000 sets would be in use in the United States alone in 1927. But we might ask Messrs. Orville Wright and Curtiss, whether the carrying of over



## In 1927 More Than Half A Million Lines

of paid advertising were directed at The City of Influential America through the pages of The United States Daily

This is the equivalent of a thousand pages in the average national publication—more advertising than has ever before been addressed to a similar class audience in the second year of any class medium.

This surprising volume of advertising indicates strong recognition on the part of advertisers of the high purchasing power and influence represented by this audience.

*Sell Influential America  
And You Sell All America*

## The United States Daily

Established March 4th, 1926

*The Only Daily Newspaper Devoting Itself Entirely to the Official News of the Government*

**DAVID LAWRENCE**  
President

New York Office:  
Graybar Building  
120 Lexington Ave.

Executive Offices:  
Washington, D. C.

Chicago Office:  
London Guarantee Bldg.

**VICTOR WHITLOCK**  
Vice-President and  
Director of Advertising

Detroit Office:  
Dime Bank Building

Member A.B.C.

Circulation Now in Excess of 30,000 Net Paid A. B. C.

176,000 pounds of mail by air, over thirteen distinct mail routes, traveling on precise schedule in 1926, was a dream beyond their vision.

Henry Ford might tell us whether he foresaw, in 1913, when in the United States we had one automobile for every seventy-seven persons, or seventeen families, that in 1926 this nation would probably boast the possession of 22,000,000 automobiles — approximately one each for every family. His faith then undoubtedly embraced the possibility of even these remarkable developments, just as his faith today, when he practically begins anew, spurs him on to greater effort and greater accomplishment as justified by his vision of what the future holds.

If we contemplate what faith has accomplished in the last hundred years, we may begin to get a fair approximation of its value today and its value for the future.

Men who are investing millions in advertising are displaying a faith no less rare in the future potentialities of the markets of the world. They see that the way to meet possible over-production, which we hear so much about, is further to stimulate selling campaigns and in these campaigns their advertising programs play a major and leading role.

New inventive genius finds inspiration in the endless faith as well as in the ceaseless travail of predecessors. Every great individual or organized accomplishment traces its origin to a wealth of faith—not fact. History strikingly reveals that forward methods in transportation and communication inevitably inaugurated new eras of development and the faith of those men who struggled to perfect upon means of transportation and communication were stirred by the visions of greater development that history always promised.

A statistician renowned no less than Babson, tells us that periods of business depression are invariably preceded by a falling off in church attendance. Quite naturally we cannot maintain faith in the material things of life and at the same time lose faith in the most

important consideration of this life—the spiritual. If some of us are prone to lose our faith in the present and therefore our faith for the future, because of the misguided evidence so loosely quoted regarding this immoral jazz age, it might be well to consider that in 1926 in the United States there were 47,500,000 church members as against approximately 42,000,000 in 1916.

#### AN AGE OF RESEARCH

We are living in an age of serious research and rare development and not least among these attributes is the striving for a better, sounder and broader spiritual understanding.

The home is the basis of all prosperity. There has been an increase of over 5,000 building and loan associations in the last ten years. In 1926 there were 12,800 such associations as compared to approximately 7,300 in 1917. As we are building more homes we are saving more money, notwithstanding all tedious arguments to the contrary raised by the proponents of the anti-installment buying propaganda. Our bank deposits in 1915 were \$8,000,000,000. In 1926, \$23,000,000,000.

If faith can be measured by advertising investments, judiciously set aside for future expansion—and in the writer's opinion it can be so measured—it presents an important economic consideration worthy of more than passing study.

President Coolidge aptly said in speaking of Christmas, "Christmas is not a time nor a season; it is a state of mind." Prosperity likewise is a state of mind.

If the consensus of opinion of American industry is that the future merits the faith of the advertising investments made in anticipation of planned accomplishments—good times are ahead.

#### Bank Account for Hazard Agency

The Hazard Advertising Corporation, New York, has been appointed to direct the advertising account of the Commercial Trust Company of New Jersey, Jersey City, N. J. Newspapers and direct mail will be used.

## Constant Recognition of ADVERTISING VALUE

---

**AGAIN! in 1927 The Dispatch was  
the Recognized Advertising Medium  
in Columbus and Central Ohio**

*And, as usual, The Dispatch led all Ohio newspapers\*  
in volume of total paid advertising, again making a  
place for itself among the Nation's great newspapers.*

The Dispatch compared with all Columbus Newspapers was

**FIRST in Local Display**

**Dispatch 14,125,465 lines**

Other Columbus  
Newspapers Combined 14,437,654 lines

**FIRST in National Display**

**Dispatch 3,168,073 lines**

Other Columbus  
Newspapers Combined 2,025,258 lines

**FIRST in Classified**

**Dispatch 3,796,810 lines**

Other Columbus  
Newspapers Combined 3,223,640 lines

**again—**

**FIRST in Total Net Paid Advertising**

**Dispatch 21,148,813 lines**

Other Columbus  
Newspapers Combined 20,054,517 lines

**Dispatch LEAD 1,094,296 lines**

# Columbus Dispatch

*Ohio's Greatest Home Daily*

Represented Nationally by O'MARA & ORMSBEE, INC.

\*Columbus Dispatch lead over second Ohio newspaper in 1927 was 3,593,205 lines

# The Greatest Strictly Business



## net—

a term of almost forgotten meaning in our present prosperity — points the way to sound business development in 1928," says Mr. O. H. Cheney, vice-president, American Exchange-Irving Trust Company. And he says a great deal more of importance to business men in "*Which Way to Profitable Prosperity*," one of the most quotable articles ever published in **THE MAGAZINE OF BUSINESS**.

### *The Airplane Waits on the Community*

This month's experience with the Shaw Publications' test ship brings out clearly the biggest drawback to commercial flying today and indicates how business men everywhere — through their local chambers of commerce or other civic organizations — can take the initiative in overcoming this drawback easily and with slight cost.

# ly Business Circulation

*Devoted Solely to Serving Executive Readers*

**WHAT** is your business?

To make a certain definite product for a certain definite group of customers. And you pride yourself that you do your job better than anyone else in the world.

In the same way THE MAGAZINE OF BUSINESS prides itself in doing its one job—the serving of business executive readers. And THE MAGAZINE OF BUSINESS does that job best, for that is its sole objective. Pick up any issue of THE MAGAZINE OF BUSINESS and check the topics discussed therein against the most timely business subjects of the day. Note the high type of contributors—outstanding authorities from every line of business—who discuss these topics for THE MAGAZINE OF BUSINESS readers.

Is it then a matter of chance that THE MAGAZINE OF BUSINESS has more net paid circulation than any other \$4 monthly magazine in the world? —That business men buy many more copies of it voluntarily on the newsstands than of any other monthly magazine of its type?

No other magazine with “*service to business readers*” as its sole appeal ever approached THE MAGAZINE OF BUSINESS 210,000 net paid circulation.

**A. W. SHAW COMPANY**

NEW YORK

CHICAGO

LONDON

# \$157,864,523 for Florida's Farm Products



**ALTHOUGH** less than one-tenth of Florida's tillable land is yet in cultivation, Florida farmers last year received for their crops a total of \$157,864,523.

This production, moreover, represents a greater yield per acre than was received in any other state. According to the Blue Book of Southern Progress, the average value of Florida's farm production

per acre was \$107.00.

No wonder Florida farmers are building new homes, buying new farm equipment, new motor cars, in fact, every sort of manufactured product.

The farm wealth of Florida is just one indication of the high buying power of this great, fast-growing market, which you can cover completely and economically by advertising in—

## The ASSOCIATED DAILIES of Florida



DeLand Daily News  
Fort Myers Press  
Fort Myers Tropical News  
Jacksonville Journal  
Lakeland Star-Telegram  
Miami Herald  
New Smyrna News  
Orlando Sentinel

Palm Beach News  
Palm Beach Post  
Pensacola News-Journal  
St. Augustine Record  
St. Petersburg Independent  
St. Petersburg Times  
Sanford Times  
Tampa Times  
Tampa Tribune

## Trade Commission Investigates Advertising

FROM the reaction to the Federal Trade Commission's recent questionnaire on advertising, it is evident that there is widespread misunderstanding of the Commission's economic investigation. The questionnaire, of which the advertising schedule is but a minor part, is for the purpose of collecting information to determine the relative margin of profit on price-maintained products, as compared with products on which prices are not maintained.

About one thousand of the questionnaires have been mailed to prominent manufacturers, and it is expected that a great many more will soon be distributed. There has been some hesitancy on the part of manufacturers to answer the questions, due undoubtedly to the widespread impression that the Commission is solely a regulatory organization. But last week a high official of the Commission assured a PRINTERS' INK correspondent that the economic division was conducting the investigation entirely on the basis of disclosing the economic facts, and that no attempt will be made to determine whether or not the returns indicate illegal practices.

The questionnaire is in the form of a balance sheet for the years 1923 to 1926, inclusive, ending the last day of December. Advertising first appears on the profit and loss statement, as a part of selling expense. The analysis of the advertising item includes for the years 1924 to 1926, inclusive, the expense of salaries of members of the advertising department, and cost of national advertising, local newspaper advertising, free goods, samples, etc., billboards and electric signs, entertaining, "other expenses," all as separate items.

The questionnaire also includes a statement of costs, sales and profits of principal products for the calendar year 1926. On this sheet various items of factory cost and sales expense are asked for on

price-maintained products, and on non-price-maintained products. Among the fifteen columns for the setting down of cost items, one is devoted to advertising expense, and another to selling expense, per unit of sale. It was explained by the official interviewed that since many manufacturers sell both classes of merchandise, the returns are expected to reveal some interesting and convincing facts.

The data secured from manufacturers will form but a small part of the total, since the investigation will be carried through to jobbers, retailers and the public. Eventually, all returns will be used as a basis for an exhaustive report on the subject of price maintenance, which may influence the enactment of Federal legislation.

## Laskers Endow Medical Foundation

Mr. and Mrs. Albert D. Lasker have given \$1,000,000 to the University of Chicago for the endowment of the Lasker Foundation for Medical Research. This fund, for the present, will be devoted to determine the causes of death from heart disease, cancer and Bright's disease. The object of the endowment is to help overcome those diseases which attack men and women of middle and old age. Mr. Lasker is chairman of the board of Lord & Thomas and Logan.

## Seed Accounts to C. J. Ollendorf Company

H. W. Buckbee, Charlotte M. Haines and the Great Northern Seed Company, importers and growers of seeds and bulbs, all of Rockford, Ill., have appointed the C. J. Ollendorf Company, Chicago advertising agency, to direct their advertising accounts. Newspapers and business and general magazines will be used.

## R. J. Ahrens, Vice-President, Management Magazines

Richard J. Ahrens has been elected vice-president of Management Magazines, Inc., Chicago, publisher of *Club Management*, *Cafeteria Management* and *School Feeding Management*. For several years he has been sales manager of this company.

## Pennsylvania Publishers to Meet

The annual convention of the Pennsylvania Newspaper Publishers' Association will be held at Harrisburg, Pa., January 27 and 28. Governor John S. Fisher will address the convention.



# John E. Kennedy, Pioneer in "Reason-Why" Copy, Passes On

Was a Forceful Figure in Advertising

WITH the death on January 8 of John E. Kennedy, there passed on a man who is credited with being the father of "reason-why" copy. He first came into prominence about a quarter-century ago when he advanced the theory that advertising was salesmanship in print.

Mr. Kennedy deplored the inanities and vanities of advertising which, in those days, was largely given over to pictures of factories and photographs of the advertisers who used their advertising to indulge in personal publicity. All of this seems quite commonplace today, said S. Wilbur Corman, in informing PRINTERS' INK of Mr. Kennedy's death, but it was anything but commonplace when Mr. Kennedy first voiced his opinions.

A close friend of Mr. Kennedy for many years, Mr. Corman, who is president of the Corman Company, had only been in New York a short time after visiting Mr. Kennedy at Battle Creek, Mich., at which time little hope was held that Mr. Kennedy would recover from a serious ailment. He was in his sixty-fourth year. For the last several years he had made his home in California.

It is Mr. Kennedy that Albert D. Lasker, chairman of the board of Lord & Thomas and Logan, credits with a contribution "that changed the whole complexion of advertising for all the world." Like Mr. Corman, Mr. Lasker said, in writing in PRINTERS' INK about his first association with Mr. Kennedy, that Mr. Kennedy's definition of advertising, "salesmanship in print," sounds simple today but advertising had never been so defined before in any dictionary or anywhere else.

The outcome of the first meeting of Mr. Kennedy with Mr. Lasker was that Mr. Kennedy joined the Lord & Thomas organization. "I told him the first thing I wanted him to do was to

teach me," said Mr. Lasker. The result was a series of lessons of which the first was "Salesmanship in Print," and the second, "Reason-Why Copy."

Mr. Corman, when he resigned from the Baltimore Bargain House, now the American Wholesale Corporation, was instrumental in arranging for Mr. Kennedy to succeed him as advertising manager. Upon learning of the death of their admired friend, Mr. Corman wired Mr. Lasker and the following reply reveals the deep regard in which Mr. Kennedy was held by those who knew him well:

I am dismayed to learn of the death of our good friend John Kennedy. He was my friend and my teacher. My affection and appreciation lasted throughout his life. I am grateful to you for appraising me of our mutual misfortune.

The reputation which Mr. Kennedy won in the advertising profession twenty-five years ago brought a great demand for him as a speaker and writer on advertising subjects. For a number of years he spent almost all his time working on a special fee basis for such advertisers as Union Carbide, Goodyear, Butterick and Regal Shoes.

A man of great personality and large in physique, his dominating characteristic, as described by those who knew him, was his strong force of opinion. Even those who did not agree with him recognized him as a positive and able individual. His opinions are recorded in the pages of PRINTERS' INK, as expressed by himself and interpreted by numerous contributors. One such contributor said:

"John Kennedy is, I believe, authority for the statement that most national advertisers could prepare ten or a dozen first-class pieces of copy and rotate these almost indefinitely."

With reference to the advertiser and his search for appeal, Mr. Kennedy said: "He could not con-



tinuously strike the responsive chord in his advertising unless he knew by contact and sympathy with the plain people which chord to strike for a given purpose.

"No advertising club or association of advertising clubs has yet established an actual 'Institute for Advertising Research.' . . . The only school open to the advanced student or practitioner of that advertising which is *selling through print*, is the great mother of all schools, personal experience."

### Additions to Staff of C. J. Nuttall

C. B. Blauvelt, formerly sales and advertising manager of the Northern Manufacturing Company, Newark, N. J., and George E. Morton, formerly district sales manager of the Captain Kidd Products Company, Brooklyn, N. Y., have joined C. J. Nuttall, publishers' representative, New York.

### Hamilton Buys Illinois Watch Company

The Hamilton Watch Company, Lancaster, Pa., has purchased the Illinois Watch Company, Springfield, Ill. Robert E. Miller, vice-president, and Calvin M. Kendig, secretary of the Hamilton Watch Company, will temporarily be in charge of the Illinois plant.

### Lee Higginson Appoints H. B. Humphrey Agency

The Lee Higginson Trust Company, Boston, has appointed the H. B. Humphrey Company, advertising agency of that city, to direct its advertising account. Newspapers and direct mail will be used.

### C. C. Hanks Joins Rhinelander, Wis., "News"

C. C. Hanks, recently with the Koch Company, Milwaukee, has been made advertising manager of the Rhinelander, Wis., *Daily News*. He succeeds D. E. Remo, who has joined Retail Publishers, Appleton, Wis.

### J. C. Coffey to Join Frigidaire

J. C. Coffey, advertising manager of the Coronado Hotel, St. Louis, will join the advertising department of the Frigidaire Corporation, Dayton, Ohio, on January 23.

### Appoints Birmingham Agency

The McWane Cast Iron Pipe Company, Birmingham, Ala., has appointed the Cox Advertising Agency, of that city, to direct its advertising account.

### John W. Odlin Company Opens Boston Office

The John W. Odlin Company, Inc., Worcester, Mass., advertising counsel, has opened an office at Boston. William C. Buchanan, formerly general manager of the Golding Press Division of the American Type Founders Company, at Franklin, Mass., will be manager of the new office.

Lloyd H. Mader, formerly publisher of the *Cape Cod Magazine*, Hyannis, Mass., has been placed in charge of production of the Odlin company. Donald L. Dickson has been added to the art staff of this agency.

### Death of G. W. Dickerman

George W. Dickerman, president of the Smith Premier Typewriter Company, New York, a division of Remington-Rand, Inc., died at that city last week in his sixty-ninth year. He was vice-president of the Monarch Typewriter Company when in 1913 that organization was merged with the Smith Premier and Remington companies. At that time he was made a vice-president of the Remington company. He was elected president of the Smith Premier Typewriter Company in 1920.

### Wholesale Seed Growers Consolidate

The John H. Allen Seed Company, Sheboygan, Wis., the Everett B. Clark Seed Company, Milford, Conn., and the N. B. Keeney & Son Company, LeRoy, N. Y., wholesale seed growers, have combined to form the Associated Seed Growers, Inc. The main offices will be at New Haven, Conn., with branches throughout the country.

### Barbour Stockwell Company Appoints John Chipman

John Chipman has been appointed advertising and sales promotion manager of the Barbour Stockwell Company, Cambridge, Mass., manufacturer of street railway supplies, castings, etc. He formerly was an account executive with the Boston office of Doremus & Company.

### Hosiery Account to Hirshon Agency

The Ajax Hosiery Mills, Philadelphia, have placed their advertising account with The Arthur Hirshon Company, New York advertising agency. Local newspapers and business papers will be used in test campaigns.

### E. V. Rickenbacker with Cadillac

E. V. Rickenbacker, formerly vice-president and director of sales of the Rickenbacker Motor Company, has been appointed assistant sales manager of the Cadillac Motor Car Company, Detroit. He will specialize on the LaSalle car.

## A Sales Convention Should Be the Salesmen's Own

PYRENE MANUFACTURING COMPANY  
NEWARK, N. J.

Editor of PRINTERS' INK:

Have read with a great deal of interest the article by Mr. Palmer, vice-president, Cluett, Peabody & Company regarding the Arrow sales convention in the November 24 issue of PRINTERS' INK, and I wish that everybody, who in the future has anything to do with sales conventions, would read Mr. Palmer's article.

We had a sales convention of our organization in March of this year, bringing in about seventy-five men from all over the United States, Canada and our English representatives. The president of our company and the writer both having suffered through organization conventions in the past where we were forced to listen to a lot of inspirational talkers and being lectured by various executives, decided we would make it a salesmen's convention in every sense of the word and keep the home office people and executives in the background.

We went over the sales reports of every man for a considerable period, picked out the particular subject that we felt the individual salesman was best qualified to talk about, consulted his division manager, his immediate superior, and then put him down in a definite place on the program for a five-minute talk. This gave every salesman in the organization an opportunity to talk for five minutes on how he performed the work, which according to his records, he was performing best.

There were no speeches from the general office executives. Except operating on a schedule providing time for open discussion at the close of each topical session and other than an explanation of our advertising program for the year, some new items we were bringing out and general sales policy, the entire time was given over to the salesmen.

We mixed the men up so that men from various parts of the country could rub elbows and talk with men from distant points. The first night, many of the men being strangers in New York, was left open. The second night we gave them a theater party, the last and wind-up night, a banquet and entertainment by the Happiness Boys, but no speeches.

We all got a great deal of good from the convention. A lot of the men are still talking about it and many of them are still carrying the program with them, showing it to their customers and telling their customers what a wonderful organization the Pyrene Mfg. Company is.

Our convention ran for three days, and I certainly agree with Mr. Palmer that four days would not be enough.

We, of course, took the men in groups through our two factories and gave demonstrations along the lines followed by the Arrow convention.

C. M. BUNNELL  
Assistant to President

## San Francisco "Call" Appoints L. K. Murchie

L. K. Murchie has been appointed promotion manager of the San Francisco Call.

## Chain-Store Sales for 1927

Company	December 1927	December 1926	% Change	Year 1927	Year 1926	% Change
F. W. Woolworth ..	\$43,897,027	\$41,348,747	6.1	\$272,747,430	\$253,642,249	7.5
S. S. Kresge .....	23,043,912	20,450,751	12.6	133,765,777	119,218,005	12.2
J. C. Penney .....	21,796,277	15,986,417	36.3	151,954,620	115,683,023	31.3
W. T. Grant .....	8,204,952	6,454,673	27.1	43,322,451	35,934,300	20.5
McCrory Stores ....	6,854,463	6,038,524	13.5	39,337,644	33,596,855	17.0
J. J. Newberry ....	3,230,134	2,164,850	49.2	15,065,908	9,982,974	50.9
McLellan Stores ....	2,650,632	2,278,003	16.3	11,942,188	9,486,549	25.8
Metropolitan Stores ..	2,349,097	2,139,418	9.8	12,271,878	11,006,875	11.4
F. & W. Grand ....	2,273,199	1,818,626	24.9	12,882,457	10,500,806	22.6
G. C. Murphy .....	2,063,670	1,821,413	13.3	10,233,592	8,552,557	19.6
D. Pender Grocery..	1,357,588	1,130,785	20.0	12,600,102	10,721,805	17.5
Neisner Bros. ....	1,264,063	1,063,484	18.8	6,452,159	4,421,135	45.9
I. Silver & Bros. ....	1,064,796	950,930	11.9	5,609,947	4,785,541	17.2
Peoples Drug Stores ..	927,415	754,379	22.9	8,135,816	6,321,119	28.7
Fanny Farmer .....	542,328	490,914	10.4	3,722,528	3,327,066	11.8
Kinnear Stores ....	475,432	305,400	55.6	3,035,807	2,109,981	43.8

Woolworth reports that in December old stores gained \$548,123, or 1.33 per cent, over December, 1926. In the 12 months ended December 31, 1927, old stores showed an increase of \$8,561,661, or 3.43 per cent, over the year, 1926.

J. C. Penney reports that at the close of 1927, it was operating 891 stores, against 747 stores at the end of 1926. Stores in operation for two years or more accounted for 16.42 per cent of the gain of the year.

Number of Stores in Operation		End of December	
		1927	1926
S. S. Kresge .....	435	367	
McCrory Stores .....	220	199	
Metropolitan Stores .....	91	81	
G. C. Murphy .....	113	94	
Fanny Farmer .....	108	93	
D. Pender Grocery .....	372	324	
McLellan Stores .....	128	113	
Neisner Bros. ....	22	17	
I. Silver & Bros. ....	22	19	
Peoples Drug .....	49	45	

[*"Ask LA NACION about ARGENTINA"*]

# LA NACION

## *of Buenos Aires*

could not continue to maintain and increase its margin of leadership in Argentina if it did not best serve the interests of its advertisers.

LA NACION has the largest and best circulation (certified—audited) of any newspaper in Argentina.

During the first six months of last year, LA NACION published more display advertising by 629,734 lines over that of its nearest competitor.

Here are the figures in all classifications of display advertising for the last six months:

1927	LA NACION	NEAREST COMPETITOR	LA NACION LEADS BY
July .....	554,708	423,500	131,208
August .....	497,112	416,414	80,698
September .....	487,564	379,148	108,416
October .....	562,408	422,268	140,140
November .....	531,300	436,516	92,784
December .....	735,504	577,808	157,696
Totals for period....	3,368,596	2,657,654	710,942

To the American manufacturer and the advertising agency LA NACION offers, through its offices in New York, every possible assistance in securing necessary information about Argentina—one of the world's greatest markets for American goods.

Editorial and General Office in  
the United States:

W. W. DAVIES

Correspondent and General  
Representative

383 Madison Ave., New York

United States Advertising  
Representatives

S. S. KOPPE & CO., INC.

Times Bldg., New York

Telephone: Bryant 6900

Write for "Advertising in Argentina" and "Certified Circulation,"  
by Dr. Jorge A. Mitre, Publisher of LA NACION

[*"Ask ARGENTINA about LA NACION"*]

## It Pays to advertise in LA NACION

# EARS *vs.* EYES *in Advertising*

**N**OW—through the radio—for the first time, advertisers may sell by ear on a large scale.

Beyond supplementing the *eye* impression with the *ear* impression, they may get that urge to action which the salesman knows how well to evoke with the human voice.

Observe the record of responsiveness on just one outstanding radio station—W O R:

Alfred W. McCann, in his talk over W O R expressed an enthusiasm for the Pearlment Rubber Toothbrush—and the result expressed itself in 59,000 pieces of mail in less than two short weeks.

A large New York department store put in a year's stock of old-fashioned pinhead oatmeal. One reference cleaned up the entire year's stock in three days.

Mention was made of the Imperial gallon of sap maple syrup from the government of Quebec. There were no samples, buyers would have to wait at least three weeks for it and send their check or money order for \$3.75 in advance—buy a pig in a poke;—it was even explained they might not get it at all. Nevertheless the listeners-in of W O R bought a carload of it instantler; and before the end of the week, \$7,000 in cash had come in through registered letters, special

delivery checks and money orders. And the orders are still coming.

These are just items. There are many others which indicate the enormous responsiveness of the Metropolitan District to broadcasting over this station.

Possibly such results are not to be given to every advertiser. But here, at least, is the testimony that they *may* be had—at least over W O R.

As Mr. McCann writes, "The people don't recognize W O R as a good station,—they simply love the station. It is not good, it is glorious. . . . Certainly as a means of communication, the air is like a main artery leading to the heart,—if people have anything to say that is honest and informative and has a bearing on the unsolved problems of life."

W O R, through the excellence of its programs and through the superiority of its broadcasting facilities, is in the front rank of popularity among the metropolitan stations. On W O R, advertisers may enjoy a maximum audition and a maximum responsiveness for the message they have to broadcast.

*Through its membership in the Columbia Broadcasting System, W O R offers the opportunity to tie in with fifteen other stations for national coverage.*

# W O R

STANLEY V. GIBSON

*Manager, Commercial Department*

28 West 44th Street, NEW YORK



Charles Daniel Frey  
Company  
*Advertising*



*Magazine*

*Newspaper*

*Outdoor*

*Direct-by-mail*



30  
North Michigan Avenue  
Chicago, Illinois

Sen

How

A F  
d  
produ  
distrib  
consum  
becom  
for s  
falls  
the m

Th  
most  
sider  
the n  
the d  
becau  
in p  
streng  
link  
probl

Rac  
with  
diffic  
vicing  
the av  
except  
and b  
exper  
sett  
ties.  
sound  
obtain  
manu  
how  
solici  
verse

Tw  
have  
diffic  
is th  
the n  
uct.  
up of  
educ

Th  
very  
how  
these  
go b  
light  
is a  
porta  
Te

# Servicing—the Weak Link in the Merchandising Chain

How the Radio Industry Is Meeting This Merchandising Problem

By E. T. Cunningham

President, E. T. Cunningham, Inc.

AFTER the manufacturer has done his best to perfect his product, he must under modern distributive conditions leave final consumer contact to a dealer who becomes in most cases responsible for servicing. When this dealer falls down on the servicing job, the manufacturer suffers.

Thus it has come about that in most quarters the dealer is considered to be the weakest link in the merchandising chain. But if the dealer is the weakest link, it is because of his very importance in proper servicing. How to strengthen this important but weak link today is one of the major problems in many lines of industry.

Radio producers have been faced with even more than the usual difficulties in supplying proper servicing through dealers, because the average radio receiver requires exceptionally intelligent handling and because considerable skill and expense are involved in the dealer setting up proper servicing facilities. But the problem is being soundly met and results already obtained are of value to other manufacturers because they show how servicing can be put on a solid foundation even under adverse conditions.

Two fundamental principles have governed the solution of the difficulty in our field. The first is the manufacturer minimizing the need for service on his product. The second is the building up of service quality through trade education, chiefly among dealers.

These basic ideas appear to be very simple, but before detailing how the industry has worked out these simple fundamentals, let me go back ten years to give a sidelight on the servicing problem. It is a sidelight of considerable importance.

Ten years ago I was with a

Western jobber who handled the electrical goods of Landers, Frary & Clark. This man had an excellent service department that actually required only a comparatively small stock of spare parts. The department was kept simple, and, because it was, it was easily and well handled. Too, this jobber charged good prices for repairs.

Dealers in this man's territory, instead of telling their customers that it would take two or three weeks to send an article to the factory for inspection, turned their repair jobs right over to this jobber. So consumers in this particular territory got quick servicing and excellent workmanship as a result of this jobber's high-class department. Even competitors sent their work to him.

What was the result to the jobber of this fine servicing? He built up a splendid reputation which brought good-will and increased business in his regular lines.

## MANY MERCHANTS CONSIDER SERVICE A NUISANCE

But he was different from most merchants. Many look upon servicing as mean, complicated and unprofitable work instead of an opportunity to extend their other business. They fail to put in a service department because they think such a section will require too much capital and because they are afraid to charge high enough prices to make the department pay for itself. So, when a customer brings back an out-of-order product, the average dealer usually sends the article around town in an attempt to find someone able to fix it. When the product comes back it is quite often damaged or poorly repaired, and the dealer's customer goes away disgusted.

The net result is that the



store loses a customer instead of making a friendly prospect for more merchandise. The jobber I previously told about, unlike most men, used servicing as it should be used—to build his entire business.

Even in cases where the manufacturer has a central service station, some dealers who just hate to be annoyed by a customer who has once taken merchandise out of the store, will not even tell the customer about that service station. They do not stop to consider that the building up of such a central repair plant has taken an enormous amount of the manufacturer's thought and effort and time and money for the purpose of making it easy for the dealer to give their customers satisfactory servicing.

You cannot standardize human nature, and so the problem of servicing must be got at slowly. New industries such as radio and electrical refrigeration have the past experience of such a progressive and prominent industry as the automotive industry to guide them. Ten years ago you could get really good motor car service only in a few cities. But now you find it in any good garage, because automobile manufacturers have educated the men in their field through schools and other agencies. In electrical refrigeration, Frigidaire has been able to get the jump because it had the nucleus of an efficient servicing organization in its Delco-Light force. The agents who had sold Delco and serviced it were available for the new product.

But even here I had an experience which shows how difficult it is to solve the servicing problem. When I recently had two home refrigeration plants installed in new houses, the men who put in these units damaged my floors and walls. Then the machines ran noisily. When I phoned them about the trouble, they gave me very quick service, but they could not eliminate the noise. Still the electrical refrigerator manufacturers have been working long and hard on the servicing problem.

The point to be drawn from this personal incident is that every

manufacturer has a great deal of human nature to handle in his task of creating good service facilities. He must first overcome a tremendous dealer antagonism toward repair work, by showing the merchant that servicing offers a business building opportunity. Then he must also overcome dealer ignorance of the product, and the fear of servicing through education.

Now for the way in which the radio industry has gone about tackling the hard problem of servicing. I shall stay most closely to the radio tube division of the industry because that is my own, but I shall spread out to other divisions so as to draw a complete picture of what I think is a successful attempt to strengthen the weak servicing link in the merchandising chain.

#### THE IDEAL SERVICE

The ideal service from any manufacturer's point of view includes speed in making repairs, quality of workmanship, and low cost to the consumer. This is the objective toward which we have been working since 1915, and how well this servicing ideal is being achieved in radio is shown in the case of the Atwater Kent Manufacturing Company. Four or five years ago; if an Atwater Kent set proved unsatisfactory, the set had to go all the way back to the Philadelphia factory for inspection. Today the San Francisco distributor gets 99 per cent of all sets sent to him for repairs back to his dealers within twenty-four hours.

We set out to develop our servicing on the two fundamental principles which I previously mentioned. First, by minimizing the need for service. Second, by educating dealers in how to give service.

The application of the first of these basic principles is not so obvious in tubes as it is in sets, so let me show from other branches of the industry how servicing needs have been minimized.

One method has been to refine the product so that the parts most likely to develop trouble are

MULHEI  
1913 191  
COLUMB  
1913 191  
THE YA  
191  
THOS. A  
PARAM  
WHITIN  
THE TE  
S. W. FA  
BRILLO  
EDISON  
PUBLIX  
In New  
FEDERA  
G. CERI  
TRANSK  
THE GE  
McKESCO



## —and common sense.

[ The soundness and capacity of an advertising agency may be estimated also by the duration of its periods of service to its clients. ]

<i>MULHENS &amp; KROFF, INC., No. 4711 Glycerine Soap and other Toilet Products</i>																															
1913	1914	1915	1916	1917	1918	1919	1920	1921	1922	1923	1924	1925	1926	1927	1928																
<i>COLUMBIA PHONOGRAPH COMPANY, The Viva-tonal Columbia; Columbia New Process Records</i>																															
1913	1914	1915	1916	1917	—	—	—	—	—	—	—	—	1925	1926	1927 1928																
<i>THE YALE &amp; TOWNE MANUFACTURING COMPANY, YALE Locks and Hardware</i>																															
1914	1915	1916	1917	1918	1919	1920	1921	1922	1923	1924	1925	1926	1927	1928																	
<i>THOS. A. EDISON, INC., The Ediphone</i>																															
1917	1918	1919	1920	1921	1922	1923	1924	1925	1926	1927	1928																				
<i>PARAMOUNT FAMOUS LASKY CORPORATION, Paramount Pictures</i>																															
1917	1918	1919	1920	1921	1922	1923	1924	1925	1926	1927	1928																				
<i>WHITING PAPER COMPANY, Writing Papers</i>																															
1918	1919	1920	1921	1922	1923	1924	1925	1926	1927	1928																					
<i>THE TEXAS COMPANY, Texaco Petroleum Products</i>																															
1920	1921	1922	1923	1924	1925	1926	1927	1928																							
<i>A. W. FARBER, INC., Adjusto-Lite; Farberware</i>																															
1920	1921	1922	1923	1924	1925	1926	1927	1928																							
<i>BRILLO MANUFACTURING COMPANY, INC., Brillo</i>																															
1921	1922	1923	1924	1925	1926	1927	1928																								
<i>EDISON STORAGE BATTERY COMPANY, Storage Batteries</i>																															
												1925	1926	1927 1928																	
<i>PUBLIX THEATRES, INC., America's largest chain of motion picture theatres, led by The Paramount in New York</i>																															
												1926	1927 1928																		
<i>FEDERAL-BRANDS, INC., Kolster Radio</i>																															
<i>G. CERIBELLI &amp; COMPANY, Briuschi</i>																															
<i>TRANSKUTAN, INC., Ethical Medical Preparations</i>																															
<i>THE GEORGE W. LUFT COMPANY, INC., Tangee Lipstick and other beauty aids</i>																															
<i>McKESSEN &amp; ROBBINS, INC., Pharmaceutical and Toilet Preparations</i>																															

# Hanff-Metzger

Incorporated

## Advertising

Organized, 1913

Paramount Building, Broadway, 43rd and 44th Streets, New York

quickly and easily accessible and replaceable. Some manufacturers, believing this method the most practical, have gone to considerable lengths along these lines.

Another group has worked along a second path. These producers have developed the catacomb system with coil containers waxed in so that moisture and dust are excluded. The idea here is that practically nothing can go wrong when moisture and dust are kept out, but if there should be trouble even the greenest repair man can efficiently substitute an entire unit while the original goes back to the factory.

In other words, under this system complete protection is offered so that trouble is very greatly eliminated. An example of this method applied in another field is the General Electric Company's electrical refrigeration unit. This is sealed, and the dealer need not be a mechanical genius to replace it entirely in case of trouble. The complete unit going back to the factory's own experts.

Which of these two methods is the better still remains to be seen. Both are working well and are solving the first half of the servicing problem—simplification of the product to reduce the need for repairs and to minimize the actual service.

The second half of the servicing task—dealer education—I can best illustrate from my own company's methods. We know that the education of 30,000 dealers must be a long process, but we believe that if we educate them even a little each year, the servicing of the industry as a whole will improve. But we do not stick exclusively to educational work on tubes. We also let our efforts spread out to cover a wide range of radio material.

Basically our procedure has been simple. The first thing we seek to make plain to the dealer is that his servicing problems on all radios can best be handled by elimination that starts with the tubes and batteries. We ask him always to make a simple test, first to check all voltages and then to try doubtful tubes in a set that he knows to

be working well. While this seems most elementary, it nevertheless is important, for we find that in spite of everything some dealers look for complicated troubles before tackling the simple ones. I think this is apt to be true in all types of servicing.

From this point we show the dealer other simple tests that eventually take him through a complete elimination of tubes and batteries right up to the set itself. All the various factors which most probably will come up in daily experience we point out through a complete data book which gives the information at length and through a monthly engineering bulletin.

One of the most recent of these bulletins covers fully the use and abuse of radio tubes. Let me quote the opening paragraph to show quickly the constructive sort of education we pass on to the trade:

The steady growth in the number of "Special Purpose" radio tubes, combined with progress in receiver and producer design, has made possible marked improvement in tone quality of reproduced broadcast music and speech. Nearly all of these special tubes can be utilized to advantage in older types of receivers, especially if a few necessary precautions are observed. In the following paragraphs comments and suggestions regarding the proper use of special tube types are given together with a discussion of some of the more common forms of abuse to which the better known and older tube types are more or less frequently subjected.

This is an eight-page, single-space, processed bulletin with two very detailed diagrams—quite technical education, but serving to bring about the improved servicing which we always seek.

Our educational mail service is quite extensive. It includes not only these engineering bulletins but also special letters on servicing which deal with problems that arise from day to day.

These are problems which our engineering department handles as they come up, whether originating with other manufacturers, with jobbers or with dealers. The department is a rather complete technical information bureau. If an unusual situation comes up in the field, one of our men goes out to investigate it. He gets the facts,

IT isn't difficult to  
measure the earning power  
and living standards of the  
readers of this magazine

JUST WATCH FOR  
THIS EMBLEM



600,000 Circulation  
\$1,350 a page

## THE SHRINE MAGAZINE

1440 Broadway • New York

Phone: Pennsylvania 7827

Tribune Tower  
CHICAGO

Little Building  
BOSTON

# Nobody loves a fat book

*so the fat and ponderous reference volume  
soon moves away from a busy desk*

**Y**OUR over-weight book starts out in life under a discouraging handicap.

Convenience to the customer is part of the value of a book.

If a reference book is to be referred to easily, it must be kept close to hand. But a great, corpulent volume is too big to be kept either inside or on top of your desk. It must be put in the book-case. Instead of reaching it from where you sit, you must leave your desk and go and get it. Generally you don't.

Although the book contains quite useful information, you seldom bother to refer to it. Weighed down by pages unnecessarily thick, a perfectly good book becomes about one-and-a-half per cent efficient.

Thus, the chief sufferer from an over-weight book is the man who sends it out. It is hard to sell a reference book that people refer to but seldom.

It is equally hard to secure your full quota of orders from a catalog that prospects dislike to handle.

Make a trade directory, catalog, dictionary, glossary, or any book you propose to publish, easier to handle and you will make it more profitable.

An almost unbelievable reduction in size and weight can be made by using Warren's Thintext, a light, compact paper of great strength. A book printed on Warren's Thintext contains 1184 pages to the inch. A sheet 25 x 38 inches weighs less than one ounce.

Warren's Thintext prints both type and half-tones well. You can obtain samples from your printer or from the paper merchant in your city who sells Warren's Standard Printing Papers.



*The thinness and lightness of Warren's Thintext are also desirable in sales manuals, data books, price-lists, and broadsides.*

S. D. WARREN COMPANY, BOSTON, MASS.

# WARREN'S

## STANDARD PRINTING PAPERS

goes to work on them in the field or the laboratory, and finds the answer to the difficulty. This answer is then broadcast to the entire industry with any additional notes that the engineer has made on the particular problem.

When the investigation is of particular importance, we will send it to our dealers in one of our special letters, and the number of these letters sent out in 1927—ten—will give an indication of how much this engineering section of ours works for the trade.

We expect soon to reduce the number of these letters through the publication of a new data book which will cost \$1 per copy to get out but which we shall distribute below cost to the industry. The previous data book, issued last year, proved popular with dealers and so we know that the new one will be even more satisfactory.

Our field salesmen are in constant contact with dealers, and through these men we keep up to date on our mailing lists of the 30,000 merchants who are classified as being in the radio business. In our process of education, we learn through these salesmen and their dealer contacts what the consumer finds fault with in tubes or sets. They pass the word along to us, we turn the problem over to the engineering division, and then we mail to all our dealers the answer to the problem. Thus the education of the dealer is along lines most pertinent to his needs, for the information we finally send out free to all the trade is information for which some dealer or dealers directly asked us. So the education builds up on day-to-day experiences.

Along with the gradual expansion of our facilities for dealer education has come the setting up of a complete factory inspection service in three key cities of the country, a service which the dealer is free to use for tube tests. And because about 40 per cent of tubes sent in to these are not defective, this service enables us to give individual dealer education through a complete report on the tubes found not to be faulty. If there is a specific lesson to be pointed

out, we are able to handle it through individual correspondence and thus improve the dealer's servicing to his customers.

Dealer education also has been along lines that bring him to use the distributor as much as possible. The thought here is to localize servicing so as to get the product back to the consumer quickly and also to save the factory as much packaging and shipping as possible. The industry has done much from this angle.

Altogether the radio industry has had to face a particularly difficult servicing problem. Because of its youth, radio has had angles of servicing to meet which will not exist later when distributors and dealers have become trained to the technical side of their business.

Nevertheless the industry is bringing about sound servicing conditions surely—and comparatively quickly—through the two fundamental principles of refining the product so as to reduce the need for repairs and of educating distributors and dealers very thoroughly on the technical side so that ultimately the greater part of servicing will be not at the factory but in the shops of skilled dealers who will see in servicing an opportunity to build up their retail businesses on a basis of strong good-will. And with manufacturers' central servicing stations standing behind these dealers to handle intricate repairs, the weak link in the merchandising chain will become strong.

#### Nokol Oil Burner Account to Dearborn Agency

The American Nokol Company, manufacturer of oil burners, Chicago, has appointed the Dearborn Advertising Agency, of that city, to direct its advertising account. Present plans call for the use of newspapers, magazines, business paper and a direct-mail program.

#### Security Valve Account to Comrie Agency

The Security Manufacturing Company, Los Angeles, maker of automobile valves and replacement parts, has appointed the Frank M. Comrie Company, Chicago advertising agency, to direct its advertising account. Business papers and direct mail will be used.

# The Jobber Needs a Pair of Pants

He Is Like the Colored Missionary Who—Let Mr. Slessman Tell the Story and Also How His Company Gets Jobber Co-operation

An Interview by A. H. Deute with

**A. E. Slessman**

President, Lutz & Schramm Company

I HAD gone to call on A. E. Slessman, president of the Lutz & Schramm Company, because I had been hearing of the headway he has been making in various parts of the country, principally through old-line wholesale grocers. For some reason or other, wholesale grocers and their men are going out of their way not merely to handle, but really to sell his line. When one finds a manufacturer who is disproving the age-old statement that the wholesale grocer either can't or won't be a brand builder for the manufacturer, such a man is worth looking up and his business philosophy is worth studying.

"There is no mystery about it at all," Mr. Slessman said to me. "The mystery to me is how so many manufacturers have so long been believing that the jobber can't or won't. It has long seemed to me that the manufacturer is inclined to look at the jobber through his own and not the jobber's eyes. The jobber may feel very friendly toward the manufacturer personally, but he has his own business to look out for first. And goodness knows, the jobber has been having his hands full."

Mr. Slessman said that the situation reminded him of the colored missionary who was laboring in a recalcitrant colored neighborhood. The church which had sent him into that field was generous with letters of advice and words of encouragement. It seemed backward, however, in regard to salary. Regularly the missionary wrote home about money. One day his pastor became a little indignant over the constant appeals for money. "Discontinue your appeals, brother," he wrote, "and confine yourself to your labors in the vineyard of the Lord!" Nothing more was heard from the missionary for a full

month, and then the congregation received a brief epistle which read: "This ain't no appeal. It's a report. I need a pair of pants!"

That's about the situation with the jobber and the retailer, Mr. Slessman believes. They have had a plethora of letters telling about the support and the co-operation and the trade-helps and that sort of thing. What they want now is a little less of that sort of thing and, instead of letters from the sales-promotion manager, they want something direct from the head of the business which says, "Here is some real money!"

"Two things have been upsetting the jobbing apple-cart considerably during the recent years," Mr. Slessman continued, "and the jobber has had to step lively to get himself set and adjusted. The two problems which the jobbers have had to face are the chain stores and manufacturers' advertised brands.

"Of course, it is only human for many a jobber to wish that neither of these things had ever been born, just as one would like to find a great fishing hole, handy and close to home, but which nobody else would find. But the fair-minded jobber knows that there is bound to be competition.

"Everybody knows how the jobber has received competition from the chain store. But one can give quite a bit of thought to how the highly advertised products have created a peculiar sort of competition. In a way, it isn't the fault of the advertiser. You might say that it is just one of those things. But the wholesale grocer has, in many instances, been the goat."

As Mr. Slessman sees the manufacturer and distributor of food products during the next ten years, he shuts his eyes to many things which have been going on during the last ten years.

## Building Forecast for 1928

**F**OR the past six years The Architectural Forum has issued an annual forecast of building construction which has closely anticipated the annual investment in building. The forecast is given in great detail by building types and by state groups.

This forecast is of value to sales and advertising executives in the building industry and to advertising agencies handling building accounts.

Copies may be had without charge on request to The Architectural Forum, 383 Madison Avenue, New York.



*Where there are people  
there must be paper*

Somewhere, behind every person in the crowds that throng our streets, is a ledger record—a payroll entry, a charge account or a bank balance. Page after page of RESOLUTE LEDGER carries these items reflecting and controlling the activities of thousands in their daily work.

Serviceable, easy to print, easy to rule, durable and economical—these qualities have helped make RESOLUTE LEDGER a universal favorite. Let it serve you!

# Resolute Ledger

*"Note the Tear and Wear as well as the Test"*

## NEENAH PAPER COMPANY

*Neenah, Wisconsin*

Makers of  
SUCCESS BOND  
OLD COUNCIL TREE BOND  
CHIEFTAIN BOND  
NEENAH BOND

Check the  Names

WISDOM BOND  
GLACIER BOND  
STONEWALL LINEN LEDGER  
RESOLUTE LEDGER  
PRESTIGE LEDGER

Write for complete free sample outfit, including full sheets of Neenah bonds and ledgers for testing purposes



"It do  
warp o  
plained.  
profit by  
but it is  
regardles  
of the  
business  
People a  
going to  
service.  
want ple  
is no di  
has been

"And  
supplied  
are goin  
of cours  
depende  
both. T  
their ow  
the grea  
jobbers  
I am n  
percenta  
through  
ten yea  
counting  
jobbers  
from no  
The cha  
that sco  
which y  
store m  
plodding  
so muc  
out of l  
they can

"And  
learned  
tending  
amount  
rying al  
And rig  
people a  
& Schr  
whole t  
There i  
mind e  
think it  
more p  
to usin  
the job  
facture

"Now  
which  
up a w  
We sti  
to stic  
good p  
ity cor  
selling



"It doesn't pay to let the past warp one's judgment," he explained. "It is a good thing to profit by what has been going on, but it is worth remembering that regardless of the ups and downs of the last few years, the food business will go on just the same. People are going to eat. They are going to buy food. They want service. They want quality. They want plenty for their money. That is no different now from what it has been.

"And they are going to have it supplied to them. Of course, there are going to be chain stores, and of course there are going to be independent grocery stores—lots of both. The chains usually own their own wholesale houses, but to the great mass of storekeepers the jobbers are the sources of supply. I am not going to prophesy the percentage of business to be done through the chain grocery stores ten years from now, but I am counting on there being successful jobbers and independents ten years from now, and in goodly numbers. The chain-store industry agrees on that score. That is one point in which you have to give the chain-store men credit—they have been plodding right along, not thinking so much about putting anybody out of business as of getting what they can for themselves.

"And that's the lesson we've learned from the chain stores—attending to building a certain amount of business, but not worrying about a lot that we don't get. And right in there lies what some people are pleased to call the Lutz & Schramm selling system. The whole thing is predicated on that. There is no patent to it. I don't mind explaining its workings. I think it would be a good thing if more people saw their way clear to using it. It is wholesome for the jobber and also for the manufacturer.

"Now, in brief, the plan on which we work is this: We hunt up a wholesaler in a given market. We stick to him. We expect him to stick to us. We give him a good product at a low price, quality considered. But we save on selling expense, because we look

to him to give the selling service, and we do not duplicate this work on his part. There is no competition in such a territory insofar as our own line is concerned, so the jobber who handles it really sells it. And we see to it that he has a chance to make a profit which is right and fair."

"I can't see that that offers anything new or original in the way of a sales plan," I interrupted. "To be frank about it, that's old stuff. There must be something you are holding back on me, because I know your distributors do work on your line."

Slessman smiled. "No, I'm not holding anything back on you. But neither am I holding anything back on the jobber. That's the little gadget that makes the wheels go around. As you say, the bare talking points of our selling plan are old stuff. I'll go a step farther and agree with you that many people, at first glance, will say it is 'the bunk.' Everybody talks about 'protecting' the jobber and enabling him to 'make a profit' and 'co-operating with him.' But talking is about as far as it goes. Now, we really go the route with our jobbers and I see to it myself that the jobber who represents us in a given market and puts his men and money and time back of our line makes money.

"I agree with you that that's very simple. It's the A, B, C of distribution. But isn't it true that most of us have gotten far, far away from the first simple principles of merchandising? Haven't we got ourselves all cluttered up with thoughts about analyses and diagnoses of markets and buying motives and selling motives and co-operation and sales promotion and all that sort of thing when, if we just stop to think, the main thing the jobber needs and the retailer needs is just a fair and honest profit?

"There's a great deal of talk about a man's line being profitable for the jobber and retailer to handle," Mr. Slessman says, "but that's about all—just a lot of talk. And then the man responsible for sales shakes his learned head and says to all the world: 'The job-

ber and his men are useless. They can't really sell anything!"

"I am reminded of the pilot about whom Mark Twain wrote. It seems that this pilot was out of a job and much in need of money. A stingy boat owner heard the details of his sad case and asked him if he wanted to take his boat up the river. The pilot said he did. The owner offered him \$110 or so a month. The pilot said that \$300 was his price. But the owner was obdurate. The pilot was hungry. He finally agreed to the owner's terms. He took the boat out into the river. Soon the owner was horrified to see insignificant little tubs pass his boat on the upward course. His pilot was holding the boat right in the middle of the stream, out in deep water, where no worth-while pilot would take a boat. The good pilots were hugging the shore. The owner protested. The pilot remarked sweetly: 'A \$110 pilot is not an experienced pilot. He doesn't really know the river. The best he can do is play safe and protect your boat. Now, of course, a \$300 pilot is different—'

"Mark Twain goes on to say that ten minutes later the \$300 pilot had the boat in quiet water, booming along and overhauling the fastest on the river.

"It's a good deal the same way with the jobber and his men. The jobber notes his gross profit, if any. He puts the article into a certain classification, based on profit. His salesmen look over the list and note the item. If they see no profit in pushing it, they just do not push it, and that's all there is to it. But let them see a profit, and they do go to work and sell it.

"There is a lot of idle talk about wholesalers' salesmen being just order-takers and not salesmen. The fact is that they are selling thousands of dollars' worth of goods every week. Every jobber's man who is at all worth while has on his list many grocers who will take an initial order of anything he chooses to send them. Any sales manager who takes the trouble to investigate finds that this is so. But one thing the jobber and his

men must see and that is profit. They are a good deal like all the rest of us in that respect.

"Now, we aren't given much to writing letters or sending out fancy printed matter about profits. But the jobber who lines up with us is looked after. We, on our part, do not intend to have lavish duplication of sales expense. We believe that there is entirely too much duplication in most lines. We believe that the jobber should be both a seller and a brand builder for the manufacturer or packer."

Of course, this means that in such territories the Lutz & Schramm Company must work with but a single distributor. Mr. Slessman pointed out that one good distributor means that in that market his company really has a sales force of from a half-dozen to twenty or more men—men whom they know are interested in selling the Lutz & Schramm line. They call on practically all of the trade. If they cannot give complete distribution, then at least they can give selective distribution.

"We must keep in mind, however," he continued, "that we are satisfied with a certain volume of business. We are not planning our sales system to get all of it. Just a fair share in each territory will give us a splendid volume. As a matter of fact, even those people who do set themselves for all of the business do not get it. Then why set ourselves for it? Much better to organize for a fair share and plan our expenditures and cost of doing business accordingly.

"Here, then, is our plan, old as the hills, you may say, but nevertheless strangely rare in actual practice: We look over a territory. We set, for ourselves, a mark which represents merely a reasonable attainment in that territory. We look for and select a distributor. We regard him as our partner. We want him to do well. He can count upon us to consider him as part of our selling department. And he can look to us to be interested, really interested, in his making a profit.

"I am inclined to believe that this is going to be the solution for

T  
D  
N

A  
the  
Ce  
Fin

N  
ad  
eq  
acc  
be  
ab  
gre  
pa  
ter  
us

Th  
ser  
ma  
ma  
bu  
sa  
in

O  
a  
da  
fa  
ac  
rip

# The New Home of The Journal of Commerce of New York

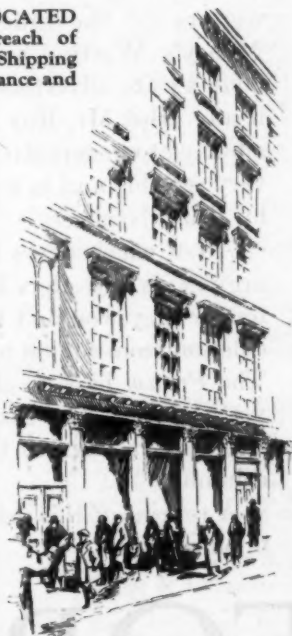
Now at  
**46-48 Barclay Street**  
Telephone Hanover 1900

**A**DVANTAGEOUSLY LOCATED within the immediate reach of the West Side markets, the Shipping Center, the Dry Goods, Insurance and Financial districts.

New printing presses, additional mechanical equipment and greater accommodation in space has been provided to keep abreast with the steady growth of this daily newspaper of business, now entering the 101st year of its useful activity.

The Journal of Commerce's service is without parallel in making market contacts for manufacturers, investors, buyers, sales managers and salesmen, or anyone engaged in business.

One fact is worth more than a dozen opinions and this daily newspaper reports the facts quickly, concisely and accurately. Start the year right and read



**The Journal of Commerce**

ESTABLISHED 1827

**"The Business Man's Newspaper"**

# Are we debauched by salesmanship?

"YES," says Mr. Stuart Chase in the January issue of the *Forum*, and states it with no small emphasis. Mr. Chase, one of the writers of the much-discussed "Your Money's Worth," seems to have serious doubts as to advertising and selling ethics, if any. But Mr. Roy Durstine, who is not addicted to generalities, answers Mr. Chase very sensibly and in a way to be applauded by sane advertisers.

All of which shows how the *Forum* likes arguments. Readers like these arguments, too, or they wouldn't have jumped the circulation from 41,936 to 90,000 in two years. The *Forum* likes to challenge, it likes advertisements that challenge. Advertisers find that it pays to talk through *Forum* columns.

A reprint of this debate will be sent free upon request.

# FORUM

Edited by HENRY GODDARD LEACH  
441 Lexington Avenue, New York

many  
fied wi  
ing to  
ing th  
themse  
numbe  
commi  
It soon  
any go  
that c  
distrib  
bing d  
hand,  
ber an  
line t  
merely

Rec

SEA  
Mo  
port r  
month  
whole

For  
sales  
\$29,98  
month  
cent, a  
the wi  
a new  
against  
increa

Mon  
for  
against  
1926,  
and th  
tory  
Sales  
1927  
against  
increa

The  
year  
power  
consid  
the re  
two m  
farm  
with  
dollar  
power  
produ  
ber of  
two l  
rural  
it is g  
of th  
popul

many a house which is not satisfied with its high selling cost. Trying to sell to every jobber and having the jobbers competing among themselves is like trying to have a number of salesmen working on commission in the same territory. It soon develops that the line isn't any good for anybody. It is true that confining the effort to one distributor means incomplete jobbing distribution, but on the other hand, it is better to have one jobber and his sales force pushing the line than to have a half-dozen merely listing it."

### Record Year for Mail-Order Houses

**SEARS, ROEBUCK & CO.** and **Montgomery Ward & Co.** report record-breaking sales for the month of December and for the whole of 1927.

For December, Sears, Roebuck sales were \$34,485,583, against \$29,983,402 for the corresponding month of 1926, a gain of 15 per cent, a new high record. Sales for the whole of 1927 also established a new high total with \$292,927,257, against \$272,699,314 for 1926, an increase of 7.4 per cent.

Montgomery Ward reports sales for December of \$25,008,348, against \$23,103,429 in December, 1926, an increase of 8.2 per cent and the largest month in the history of the company's business. Sales for the twelve months of 1927 amounted to \$202,403,959, against \$199,262,563 for 1926, an increase of 1.5 per cent.

The general prosperity of last year and the increased buying power of the American farmer are considered mainly responsible for the record-breaking sales of these two mail-order houses. Prices of farm products advanced last year, with the result that the farmer's dollar had a greater purchasing power in terms of other than farm products than it has had in a number of years. The business of the two houses is very largely of a rural character, with the result that it is generally regarded as an index of the prosperity of the rural population.

The following table shows sales month by month during 1927, compared with month-by-month sales of 1926 and the per cent gain each month:

#### SEARS, ROEBUCK & CO.

	1927.	1926.	% Gain or loss
December.	\$34,485,583	\$29,983,402	15.0
November.	29,874,420	27,990,651	6.7
October ..	29,301,592	26,839,503	9.1
September.	24,608,712	21,647,835	13.7
August ..	23,969,681	19,604,621	22.3
July .....	20,960,713	20,011,479	4.7
June .....	19,340,640	18,274,895	5.8
May .....	19,994,000	19,339,227	5.4
April .....	24,091,114	22,997,833	4.8
March .....	23,254,260	21,996,406	5.7
February..	20,960,269	21,422,557	-2.2
January ..	22,080,273	22,590,905	-2.2

Twelve months	\$292,927,257	\$272,699,314	7.4
---------------	---------------	---------------	-----

#### MONTGOMERY WARD & CO.

December.	\$25,008,348	\$23,103,429	8.2
November.	21,382,264	19,877,811	7.6
October ..	21,567,455	20,154,626	7.0
September	16,377,863	16,259,002	0.7
August ..	13,825,103	12,667,432	9.1
July .....	12,006,312	11,983,553	0.1
June .....	16,697,933	16,611,533	0.5
May .....	13,747,540	14,384,858	-4.4
April .....	16,557,218	15,842,712	4.5
March .....	17,892,730	18,265,901	-2.0
February..	14,184,130	14,844,720	-4.4
January ..	13,157,054	15,266,966	-13.8

Twelve months	\$202,403,959	\$199,262,563	1.5
---------------	---------------	---------------	-----

### Gingham Account to Lyddon & Hanford

The advertising account of the D. & J. Anderson Company, New York and Glasgow, gingham, has been placed with the New York office of the Lyddon & Hanford Company, advertising agency.

### W. N. Mackey Joins National Pictures Service

W. N. Mackey has been appointed director of mail sales for the National Pictures Service, Inc., Cincinnati. He was formerly with the Newman Manufacturing Company, also of that city.

### J. E. Colonna with S. S. Koppe & Company

J. E. Colonna is now associated with S. S. Koppe & Company, Inc., publishers' representative, New York. He was formerly managing editor of the *Importers' Guide*, New York.

### Made Advertising Manager of "The Mentor"

L. S. Irwin, who has been with *The Mentor*, New York, has been advanced to the position of advertising manager.

## Making Dealers Appreciate the Advertising Portfolio

The Salesmen for the American Stove Company Deliver the Portfolios Personally to Dealers and Are Held Responsible for Them—Receipt Post-Card Used to Check Delivery.

**H**OW the American Stove Company, St. Louis, induces its dealers and salesmen to study its advertising portfolios ought to be interesting to any concern which uses such a means of apprising its dealers of its advertising activities. This company prints and binds several thousand elaborate portfolios of its semi-annual advertising schedule, giving in colors the reprints of all the advertisements to be run, in addition to describing sales plans and policies and telling dealers how to tie up with the magazine advertising. Little is spared in the production of this portfolio for the sake of economy. The publication costs the company about \$2 a copy. Such a portfolio ordinarily is issued twice a year. Obviously it must produce tangible results, otherwise thousands of dollars of good advertising money would be wasted annually.

"We make our advertising portfolios pay, and thereby increase the value of our national advertising," declares Milton G. Kahle, advertising manager of the Quick Meal Stove Company division of the American Stove Company, "simply by making our dealers realize the value of the publication. We impress upon them the importance of it through our manner of placing it in their hands."

The company never mails the portfolio to the dealer, because it has found that too often when it goes through the mails, it finds its way to the waste-basket, virtually unread. Instead, the publication is delivered to the dealer in person. The salesman who calls upon him is the deliveryman.

The salesman takes the dealer's

copy of the portfolio, sits down at his desk with him and explains briefly what the volume contains. He points out high spots that tell the dealer how to cash in on the national advertising, proofs of which are a part of the book. He shows the dealer just enough of the publication to whet his interest. Then it is turned over to him. A Government post-card in the back of the book bears the name of Louis Stockstrom, president of the American Stove Company. On the reverse side is printed the following statement:

This is to inform you that your sales representative for the ..... Division has delivered to me a copy of American Stove Company's Fall 1927 Red Wheel Advertising Portfolio.

Then follow spaces for the name of the dealer company, address, position or title of the person mailing the card and his signature. The cards are all addressed to Mr. Stockstrom, because it has been found that to address them to the president leads the dealer to attach more importance to the card receipt than if it were addressed merely to the advertising department.

The company finds that if a dealer goes so far as to remove the card from the book, fill it out and mail it, he usually delves further into the text of the publication. Thus the American Stove Company gets out of each portfolio more than the \$2 it invests in it.

Each salesman is charged with the number of portfolios delivered to him. He is told that the dealers' card receipts will erase the charge against him.

Although the salesman does not actually pay for undelivered books, he is held morally responsible for them; and the manner in which he handles his supply of portfolios counts heavily in estimating his general worth to the company.

### "Film Fun" to Appear Twice a Month

*Film Fun*, New York, is to be published twice a month instead of monthly, beginning with the February 3 issue.

## The GLASS ATMOSPHERE

THE editorial pages of INTERNATIONAL STUDIO (associated with *The Connoisseur*) are almost extravagantly well printed and illustrated with the best work of artists and master craftsmen. Its advertising pages are a continuous exposition of the finest works of art of all lands and all ages.

It is not difficult in such an atmosphere to visualize the rare objects that are dear to every collector. The inspiration to purchase is in every page of THE STUDIO-CONNOISSEUR. Two dealers of international reputation have told us they have made important sales through THE STUDIO-CONNOISSEUR—the first they have ever had directly from advertising in a collector's magazine.

It is indeed a notable clientele that this magazine has developed—and it is increasing every month. It is, in many ways, a "hand-picked" list for the manufacturer who has the very finest products to sell, whether they be motor-cars or musical instruments, jewelry, rugs or wall coverings.

INTERNATIONAL  
**STUDIO**  
*associated with*  
**THE CONNOISSEUR**

NEW YORK, 119 West 40th Street

CHICAGO, 25 No. Dearborn St.

BOSTON, 5 Winthrop Sq.

LONDON, 1 Duke St., S. W. 1

MILAN, Via Bossi, 10

SAN FRANCISCO, 822 Kohl Bldg.

PARIS, 15 Rue Vernet



# A Bank Advertises Buddies, Buried Money and a Family Cow

This Seattle Bank Uses Newsy, Human-Interest Stories in Its Newspaper Advertising

By Willis Brindley

Vice-President, Washington Mutual Savings Bank

**W**HAT can the bank advertiser say about his bank? Plenty, you say. But can he?

A good deal of bank advertising is just plain brag. Brag goes in circus advertising, chiefly because the public is accustomed to it, but it does not set so well with a bank's program. A good many people have learned that merely to claim honesty, for example, does not prove it. Honest John runs a pawnshop with three balls over the door and a display of second-hand revolvers and watches, but the plain-clothes man checks up his stock every morning.

It has been the policy of this bank, therefore, established and proved good for many years before the connection of this writer with the institution, to make few, if any, general claims, but to present facts, and prove them.

For example, anybody can claim, if he is running a savings institution, that he is able to pay withdrawals without requiring notice. He may go farther, and say that he always has paid withdrawals without requiring notice. We said, in a recent advertisement:

The Washington Mutual Savings Bank at this time has \$14,800,000 in cash and "liquid" securities; i.e., U. S. Government and other bonds of the highest type which can be sold immediately or readily for cash. This is 32 per cent of the bank's resources and explains why the Washington Mutual Savings Bank is prepared now, as it has been in the past, to pay withdrawals in hard times as well as in good times.

It will be obvious that nobody can claim to have \$14,800,000 in cash and high-grade bonds unless he has such holdings.

Having established, therefore, as a matter of policy that we would continue to present facts rather than generalities, we decided, a

few weeks ago, to try to put more news into the copy than had been our custom, and the results have been interesting.

A depositor in Chicago wrote to ask what rate of interest the bank was now paying, and, in looking over his ledger card, I found that he had been making deposits regularly, for over a year, of \$23.20 every month. I wrote a letter, answering his inquiry as to the rate of interest, and asking him to explain his system, if he had one—in other words, how come an even \$23.20 every month?

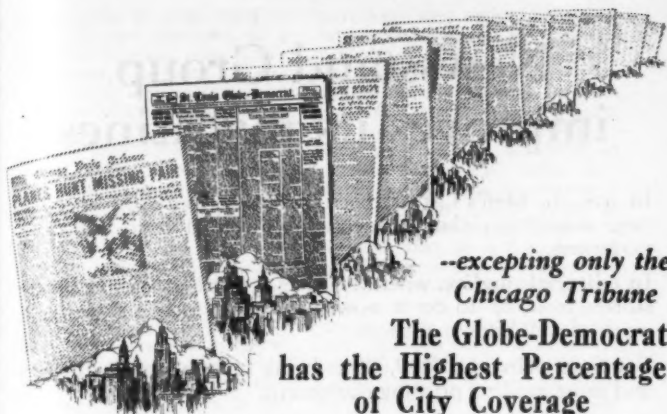
The depositor answered at once, explaining that he was a sheet metal worker, formerly living in Seattle, but now a resident of Chicago, and that he had been shell shocked during the war, and awarded Government compensation. His compensation check, \$23.20, he sends every month to his savings bank.

"I would like to be in Paris now," he added (his letter was written at the time of the American Legion Convention at Paris) "but it would spoil my account."

The incident furnished the copy theme for an advertisement headed "He Didn't Go to Paris with His Buddies," and we heard from this advertisement frequently during the next few days. One old man came in, dug the advertisement from his pocket, and explained that he was an inmate of an old soldiers' home. The story had caught his eye, and the argument in the advertisement had sold him on the bank, and he opened a small account.

Our bank lobby is large. One day I noticed, standing in the middle of it, their eyes wandering in evident confusion, an elderly man and woman. I went up to





--excepting only the  
Chicago Tribune

## The Globe-Democrat has the Highest Percentage of City Coverage

among all the standard-sized daily morning newspapers of the 12 largest cities of the United States

The daily St. Louis Globe-Democrat is read by 63.4% of the families in Metropolitan St. Louis. The Chicago Tribune, with 67.8%, has only slightly better coverage among the families in the metropolitan area which it serves.

Analyze The Globe-Democrat's great coverage in Metropolitan St. Louis and you will find that most of it is concentrated in the districts of greatest purchasing power. In the Mass-Class Section and the Higher Ranking Suburbs, more than three out of every four families read The Globe-Democrat.

The Globe-Democrat has almost doubled its daily circulation during the past 10 years. Its greatest gains have been right in Metropolitan St. Louis where city circulation has increased 136%.

Advertisers have learned to expect and get results through the medium of The Globe-Democrat—St. Louis' Largest Daily.

# St. Louis Globe-Democrat

*The Newspaper of The 49th State*

**ADVERTISING REPRESENTATIVES:**

**NEW YORK**  
F. St. J. Richards

**CHICAGO**  
Guy S. Osborn  
Charles H. Ravell  
(Financial)

**DETROIT**  
J. R. Scolaro

**SAN FRANCISCO**  
Charles G. Eckart  
R. J. Bidwell Co.

**LOS ANGELES**  
O. S. Waters

**SEATTLE**  
Henry R. Ferriss

## Newsstand Group improves its magazines

**In size**, the Men's List has been increased from 128 to 144-192 page magazines; the Women's List from 128 to 160 page magazines.

**In editorial quality**, where 1¢ to 2¢ a word has been paid for stories, from 3¢ to 6¢ is now being paid to secure the best work of well-known authors.

**For finer printing**, \$110,000 is being invested in the newest and most modern printing equipment.

To provide for new magazines under way and the heavy circulation gains from all these added values, the new equipment will have a capacity of more than three million Newsstand Group magazines a month.

The Men's List, net-sale guarantee 1,250,000, line rate \$5.50, is made up of

**Ace-High  
Black Mask  
Clues  
Cowboy Stories  
Danger Trail  
Five Novels  
Ranch Romances  
Three Star**

The Women's List, net-sale guarantee 100,000, line rate \$ .50, is made up of

**Breezy Stories  
Young's Magazine**

Again we urge that you order now, at the present low rates, whatever space you will need for the next twelve issues.

**E. R. Crowe & Company, Inc.**  
Magazine Advertising Management  
New York and Chicago

them and  
and the  
moment,  
about op  
then, o  
to the m  
A few m  
to see h  
and foun  
ing parce  
held unde  
with cur  
When  
counted,  
The bills  
ground,  
from bet  
The in  
for an ac  
Profit in  
advertiser  
series, w  
of the st  
between  
are, of co  
use of a  
ber lends  
copy, an  
business  
cept the  
there can  
use. In  
advertiser  
money w  
the amou  
the incide

News  
tising ar  
busy ban  
Seattle  
Rochester  
ago, in a  
to reques  
and volu  
informati  
the bank  
mother, v  
account f  
"I was t  
all Seattl  
and the s  
ing for  
A forn  
tired with  
command  
the other  
matter p  
of his pa  
the bank

them and spoke to them casually, and the old man confessed, in a moment, that they had come to see about opening an account. It was then, of course, easy to lead them to the new accounts department. A few minutes later I drifted over to see how they were getting on, and found that an innocent-appearing parcel which the old man had held under his arm had been filled with currency.

When it was all spread out and counted, the package tallied \$3,200. The bills had been buried in the ground, because sand rolled out from between some of them.

The incident served as occasion for an advertisement headed: "No Profit in Buried Money." In this advertisement, as in others in the series, we have used the number of the savings account. Dealings between depositors and their bank are, of course, confidential, but the use of a depositor's account number lends an air of verity to the copy, and since nobody has any business knowing the number except the depositor and the bank, there can be no objection to its use. In the case of this particular advertisement, where a sum of money was mentioned, we changed the amount in the publication of the incident.

#### NEWS STORIES

News stories for use in advertising are not hard to find in a busy bank like ours. A former Seattle boy, now resident of Rochester, N. Y., wrote a few days ago, in answer to a letter written to request a new signature card, and volunteered some interesting information about his first visit to the bank, in company with his mother, when she called to open an account for him, in his own name. "I was the proudest little boy in all Seattle," said he, in his letter, and the sentence served as a heading for an advertisement.

A former naval officer, now retired with the rank of lieutenant-commander, had nothing else to do the other day so he read all the matter printed on the fly leaf of his pass book, discovering that the bank might, if it wished, re-

quire sixty days notice before permitting withdrawals. This requirement, is, of course, never invoked, but it worried the old gentleman, because he was planning to withdraw his savings and buy a house with the money. The correspondence suggested an advertisement headed: "This Navy Man Will Have a Home from His Savings."

A prominent Seattle physician told one of the young women in the bank that, as a boy, he had worked three summers as caretaker for the family cow, being paid \$5 a summer, the money being deposited in a savings bank. This furnished text for an advertisement headed "He got \$5 for Taking Care of a Cow All Summer," the body text showing how the money had grown, by compound interest from \$15 to \$56.90.

Browsing through the old ledger cards, I came across one which gave the history of my wife's account, and by the simple process of addition discovered that, over a period of seventeen years, a comparatively small account has earned for the owner the cost of a trip to Europe—a news story to make advertising copy.

In addition to these human-interest stories, the bank has been accustomed for many years to use advertising space in order to advise depositors, and the general public, of the progress of the institution. The bank has had a surprising growth, so that there has been ample opportunity for publication of cheerful news. When we became thirty-eight years old last September, for example, we used large space to proclaim the fact and to give a little early history.

For many years this idea has been used, with our own depositors, by sending them, generally twice a year, a letter bearing the facsimile signature of the president, with a folder enclosure which tells them, once more, what kind of bank holds their savings, and why it is safe.

I hold a particular brief for the type of newspaper advertising that says something, and if what it says has a news flavor it is all the more

likely to be read. Every man and woman likes to read about his own investments. Why do the newspapers print long lists of stocks and bonds with opening and closing quotations, and lists of sales? For the benefit of a few professional traders, who could afford to pay many times the price of a newspaper for information necessary to them in their business? No, they print it so that you and I and the other fellow, owning a pet bond or ten shares of industrial stock, can see every night and morning what it is worth.

That's our idea in putting news into advertisements. I shall have to stop this article now, because the new accounts man has just brought me—merely to look at, not to keep—two hundred English pound notes. He got them from a Scotch woman, wife of a coal miner, who has been carrying them next to her body for years. Translated into American money, they are worth \$968. Interest on \$968 at present rate of dividend in this bank is 12 cents a day. If her miner husband is laid off for a week, a year's interest on this money will pay him for his time.

Another advertisement — with news in it.

### Stunts Are a Poor Substitute for Collection Letters

THE ESTERBROOK STEEL PEN MAN'F'G Co.  
CAMDEN, N. J.

Editor of PRINTERS' INK:

"How Many Letters Should There Be in the Collection Series?" written by H. G. Young, sales manager of The Hascall Paint Company, in the December 1 issue, is certainly interesting. It has been along the lines of Mr. Young's article that the writer has been working for some time past. From time to time, we change our letters with the hope of getting one that is as near perfect as possible.

The "collecting game" is very interesting and from time to time I come across different ideas in thoughts and try them out.

Answering the question "How many letters should there be in the collection series?" is a hard matter to determine. If Mr. Young means by this, a series that is tried on an account which will neither pay nor answer letters, would advise that our series on this class of trade is six as mentioned by Mr. Young. According to our terms, this makes the account four months overdue when the last letter threatening legal action is sent out. Without throwing any bou-

quets at ourselves, we have very few of the number six letter to go out taking into consideration the volume of business we do and the number of accounts handled. We think we are very fortunate along this line.

A short time ago, a suggestion came from our sales department that we try out a stunt collection which we did. The writer does not think very much of the stunt business. The idea was to send out a card on which appeared the following:

**ESTERBROOK PENS**—Especially Adapted for Writing Checks.

The envelope and pen enclosed

We hope will help you think

Our bills are better off your mind,

Just use a check and ink.

Amount \$—

This card was sent out to one of our customers who replied as follows:

**RIVAL COMPANY**—Especially Pay Their Bills.

Your envelope with pen enclosed,

Surely made us think,

The bill was paid October Fifth,

So why make all the stink?

Amount—\$6.12.

Please return our cancelled check.

We have had several come back like this and from the writer's point of view, a letter is more in keeping with the dignities of the house and so, we think we will stick to the letter system.

F. N. LARGE  
Credit Manager

### New Accounts with Wilson & Bristol

The Pioneer Instrument Company, Brooklyn, N. Y., and the Reynolds Airways, Inc., New York, have appointed Wilson & Bristol, New York advertising agency, to direct their advertising accounts.

Aviation publications will be used by the Pioneer company to advertise its earth-inductor compass and other aeronautical instruments. Magazines and newspapers will be used by the Reynolds Airways to advertise its flying school.

### C. A. Smith Advanced by Canadian Publications

Curtis A. Smith, recently in charge of the Toronto office of the Manitoba Free Press Publishing Company Ltd., Winnipeg, Man., representing the *Manitoba Free Press* and the *Free Press Prairie Farmer* in Eastern Canada, has been appointed general advertising manager in charge of both publications. His headquarters will be at Winnipeg.

### "Chain Store Merchandising" Starts Publication

*Chain Store Merchandising* started publication at New York with a December number. It is published by the Chain Store Press and has a page size of twelve by nine inches.

# 16,686,404

Lines

of

**Paid Advertising  
appeared in the**

## **DAYTON DAILY NEWS**

**During 1927**

This was 6,185,494 lines more than the second paper's total, and 9,157,638 lines more than that of the third paper.

THE DAYTON DAILY NEWS maintains the undisputed title of "DAYTON'S OUTSTANDING NEWSPAPER" in this one paper market.

**Member of the  
NEWS LEAGUE OF OHIO  
THE DAYTON DAILY NEWS  
THE SPRINGFIELD DAILY NEWS  
THE CANTON DAILY NEWS**

**Represented by**

**I. A. KLEIN**

**New York**

**A. J. NORRIS HILL**

**Chicago**

**San Francisco**

**Los Angeles**

**Seattle**



# LEADERSHIP!

In 1927 THE HERALD  
carried over 32% more  
advertising than the  
second paper.

[[ Sheer merit alone sus-  
tains a paper in FIRST  
place year after year. ]]

## THE SYRACUSE HERALD

*National Representatives*  
O'MARA & ORMSBEE, Inc.

280 Madison Ave.  
New York City  
Peoples Gas Bldg.  
Chicago, Ill.

General Motors Bldg.  
Detroit, Mich.  
Monsadnock Bldg.  
San Francisco, Cal.

# Two Points to Remember about Iowa

1

In 1927, Iowa's motor vehicle registration passed 706,500, a 60 per cent increase since 1920. It is significant that Iowa has one automobile for every 3.4 persons, while the national average is 5.7.

2

Advertisers who understand the Iowa situation know that the consumer market there cannot be properly sold without the use of newspapers in these twenty-one key cities.

## IOWA DAILY PRESS ASSOCIATION

Davenport, Iowa



Ames . . . . . Tribune	Fort Madison . . . . . Democrat
Boone . . . . . News-Republican	Iowa City . . . . . Press Citizen
Burlington . . . . . Gazette	Keokuk . . . . . Gate City
Burlington Hawk-Eye	Marshalltown . . . . . Times-Republican
Cedar Rapids . . . . . Gazette & Republican	Mason City . . . . . Globe-Gazette & Times
Centerville . . . . . Iowegian & Citizen	Muscatine . . . . . Journal & News-Tribune
Council Bluffs . . . . . Nonpareil	Oelwein . . . . . Register
Davenport . . . . . Democrat & Leader	Oskaloosa . . . . . Herald
Davenport . . . . . Times	Ottumwa . . . . . Courier
Dubuque . . . . . Telegraph-Herald and Times-Journal	Sioux City . . . . . Journal
Fort Dodge . . . . . Messenger & Chronicle	Sioux City . . . . . Tribune
	Washington . . . . . Journal
	Waterloo . . . . . Evening Courier
	Waterloo . . . . . Tribune



articles and merely dab them against tint backgrounds, is not to realize the real opportunities which are always accessible. Yet the temptation appears to be to follow just such indifferent lines of least resistance.

The fact that the family of products would appear to permit only of the most prosaic arrangements blinds many advertisers to what can be done when accessories are used or when a pictorial story is arrived at.

One of the most satisfactory illustrations in this field, that I have seen recently, was a "head-on" photographic view of a beautiful, new kitchen cabinet, with all of its doors opened. The different products were arranged naturally in the cabinet. This design was in full color, and as the cabinet was pure white and the containers in color, the contrast was sharp.

Yet how obvious this idea was! Formerly, the advertiser had been content to superimpose the various products against a simple background, in the most formal manner imaginable. The one kitchen cabinet illustration has now won the campaign over to more imaginative compositions. A second design shows a grocer at a counter, fixing up a housewife's market-basket. Some of the containers are piled on the counter, others are in the basket, as he checks them off and puts them in place.

Automobile manufacturers are often troubled by the problem of showing five or six different models in one advertisement, and for the most part they cling to tradition. The little cars are merely stripped-in, with no real imagination demonstrated.

Some of the more aggressive concerns have, however, originated an apparently endless series of basic ideas which permit of the "family" of cars being shown under more interesting pictorial auspices.

One recent advertisement showed a look-down view in a dealer's establishment, with the models arranged as they might well be under the circumstances. In another layout the models were drawn up outside the Yale Bowl, just as they had been apparently left by their

owners. A third arrangement introduced six models as they were being taken aboard a great ocean liner. Some were on the dock, others were suspended in mid-air as they swung to the hold. Around and about them was life, action, visual interest of the most pronounced character.

The "trick" seems to be merely one of arriving at logical situations and settings. The advertiser asks himself: "Under what conditions would all of my products be found normally and naturally together?"

#### NO FORCED INTEREST

One of the best kitchenware arrangements of the year was one which presented a bride putting away these articles in her new home. They had just arrived and she was intensely interested in finding room for them. Each and every utensil was so composed that it fell into the spirit of the story-picture. Nothing was forced, and human interest was of immeasurable value.

Cannon Towels come in various designs and styles. But we are quite positive that photographing or drawing these articles, in a still-life way, and merely making a composite border of them, would in no wise produce the more modern type of advertising illustration.

So we find this advertiser searching life for the answer. A boy is being sent away to boarding-school. Towels are a part of his equipment. The artist shows the mother packing his trunk, as the lad looks on.

There is an opportunity for picturing, in detail, a number of different towels and their patterns. Some are held by the mother, others are on a chair, while still others are seen in the drawer of the trunk. It is all so human and interesting. The product becomes a lively factor in an idea-illustration of more than ordinary skill in its interpretation.

It is not easy to forget such compositions as the one for men's shoes which pictures a Pullman car, after everyone has gone to sleep, and six pairs of shoes, each a different model, lined up neatly, awaiting the porter and the shine.

A logical idea for the showing of the family of products under normal conditions.

A manufacturer of a line of garments for children was called upon to show at least nine suits in various patterns and colors. He was disinclined to resort to former methods; that is, drawings of these small garments mounted into a rather dull and uninspired pattern on the page.

It will interest you to know about some of the ideas which were evolved. All of them will be shown in full color and in every instance no less than nine costumes illustrated.

Design number one pictures a mother washing a number of garments in a modern laundry. She is almost finished with her task, and the little suits are hung up to dry. One, an important number in the line, she is holding up and admiring.

A second composition is a birthday party, with a number of children around a table and just clambering into their chairs. No difficulty was encountered in adequately illustrating the costumes and in a manner which would satisfy those who sought detail. An equally attractive idea is based on the scenario of a proud mother showing many little suits to another mother, expatiating upon their virtues.

Thus it will be seen that, after all, situations can be arrived at which will show a family of products naturally and with a very appreciably greater volume of appeal. There is really no excuse for the illustration in which a conglomerate maze of individual articles are pitch-forked into a given space.

An exceedingly attractive composition was photographed from above, with a table set with silverware, complex as to pattern. In no other way could these articles be pictured in more detail, as they would actually appear. The advertiser who did this formerly used more or less commonplace arrangements when he desired to illustrate at least a dozen different objects. The silverware was photographed and fitted into formal compositions.

But it has been found that so far as the housewife is concerned, she prefers to see it as it might appear on her own table. Thus the new spirit of the illustrations.

So homely a subject as a woman polishing up her silverware was used in this series. It gave an opportunity to show a great number of pieces and to show them in connection with a "story plot."

In all these unusual situations, the family of products is introduced with no forced issue. The closer the idea comes to everyday experience, the better. Advertisers are not slow in discovering this fact.

Now that the futuristic spirit has crept into modern advertising illustration, some very exceptional ideas are put to work. For example, visiting a photographic studio not long since, I saw a rather startling picture in the making for a family of toiletries. There were no less than nine different packages and they were grouped on a weird series of glass platforms.

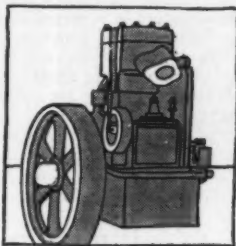
The photographer had erected this strange edifice, with steel supports and sections of glass. The articles were posed charmingly on the little transparent platforms and then a mystic green light was flooded upon them. This illustration was made by a new method of color photography. The results were altogether charming.

The same day another photograph was made which held vivid appeal. These same articles were grouped on a dainty dressing-table, and bars of light so shot across them that when the print was turned over to the advertiser, it made the most startling and unique type of illustration, futuristic because of this lighting.

The formula seems to be comparatively simple. Do not do the expected, the too conventional. Some products, of course, are more easily handled than others, and there are fewer logical pictorial tie-ups.

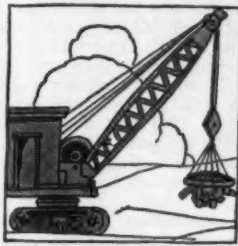
But some new idea is possible for the most unlikely articles. The advertiser who finds need for picturing all of his products need never think that it must be done in a commonplace manner.

## Leaders of Industry are Readers of Iron Trade Review



### Engines Gas and Steam

American Hoist & Derrick Co.  
Bruce-Macbeth Engine Co.  
Busch-Sulzer Bros.  
Continental Motors Corp.  
The Falk Corporation  
Foos Gas Engine Co.  
Fulton Iron Works  
Heine Boiler Co.  
Ingersoll-Rand Co.  
Nordberg Manufacturing Co.



### Material Handling Equipment

C. O. Bartlett & Snow Co.  
Dodge Manufacturing Corp.  
Equipment Corp. of America  
Harnischfeger Corp.  
Industrial Works  
Jeffrey Manufacturing Co.  
Link-Belt Co.  
McMyler Interstate Co.  
Marion Steam Shovel Co.  
Orton Crane & Shovel Co.

**T**HE few well-known names listed above are typical of the complete coverage which **IRON TRADE REVIEW** gives in the various branches of the metalworking field. Careful surveys show that the 12000 copies of **IRON TRADE REVIEW** printed each week are read by 36000 major executives and operating heads in primary industries which have an annual income of over twenty-one *billion* dollars.

# IRON REVIEW TRADE

CLEVELAND, OHIO

*A Penton Publication*

Member A. B. P. and A. B. C.

## Fewer Publications for 1928

**S**PACE buyers and advertisers have seventy-two less publications to consider with the start of the new year. This decrease, however, is but a small percentage of the total of 22,128 publications listed in "Ayer's American Newspaper Annual and Directory" for 1928. In the 1927 edition a gain of ten was reported, the second time since 1917 that a downward trend was stopped. This gain has been more than offset by the larger falling off which took place last year.

The outstanding changes which took place during 1927 include 1,227 new publications and 1,299 suspensions and consolidations. In the newspaper field there were approximately 365 suspensions and 160 consolidations, while in the magazine field there were about 269 suspensions and forty consolidations. Among the 265 trade and technical lists, not including class publications, reported in the new directory, a most decided growth was shown in purchasing agent publications with an addition of eight new members in this group.

Four new aeronautical publications reflect the growing interest in aviation. There was a decrease of ten, all suspensions, in the radio group. Among advertising and selling publications there were five consolidations and one suspension.

A tabulation of the various divisions, showing the total number for each recorded in the 1928 directory together with the net change from the previous year follows:

	1928 Edition	Net Change
Daily .....	2,388	-63
Dailies, Sunday edition..	555	..
Tri-weekly Publications...	14	..
Tri-weekly Newspapers...	65	-5
Semi-weekly Publications	53	..
Semi-weekly Newspapers..	467	+7
Weekly Publications .....	1,957	..
Weekly Newspapers .....	11,930	+48
Fortnightly .....	133	+13
Semi-monthly .....	320	-7
Monthly .....	3,987	-86
Bi-monthly .....	186	-7
Quarterly .....	468	+14
Miscellaneous .....	160	+14
Total .....	22,128	-72

Of the daily newspapers listed, about 570 are morning publications and about 1,890 evening newspapers.

The number of towns in which publications are published is reported at 10,762 in the 1928 directory, a gain of fifty-nine, while the number of county seats having newspapers is reported to be 2,953, a falling off of fourteen.

A feature of the new edition is a tabulation of retail outlets by States. There are thirty-three types of outlets listed. The compilation of this information is credited to the 1927 catalog of Buckley, Dement & Company, Chicago.

## Ralph Harris Starts Own Business

Ralph Harris has started a service for retail stores, conducting his business under his own name, with headquarters at New York. He formerly was director of sales promotion and publicity group representative for the Retail Research Association.

## New York Press Club Elects Paul Block

Paul Block, publisher and head of Paul Block, Inc., has been elected president of the New York Press Club. George F. Dobson, Jr., of the New York Evening Post, is first vice-president, and Martin Green, of the New York World, second vice-president.

## Walter McQuade, Editor, "The Architect"

The Forbes Publishing Company, Inc., New York, has appointed Walter McQuade as editor of *The Architect* to succeed the late A. Holland Forbes. He has been architectural consultant and a member of the editorial board of *The Architect* since its inception.

## Minneapolis Banks Appoint Paul Cornell Agency

The First Minneapolis Trust Company and The First National Bank, both of Minneapolis, Minn., have appointed The Paul Cornell Company, Inc., New York advertising agency, to direct their advertising accounts.

## Firestone Account to Ayer

The Firestone Tire & Rubber Company, Akron, Ohio, has appointed N. W. Ayer & Son as advertising counsel.

—over Ten Million

*The* SEAL for CANS

Seals and Reseals Perfectly  
Can't Jar Loose  
Easy to Open Without a Tool

**KORK-N-SEAL** Nozzle pours smooth, steady stream.

No afterdrip to collect dust and grit.  
No special spout or funnel necessary.

**ECONOMICAL - ATTRACTIVE - CONVENIENT—and, SO SAFE**

Williams Sealing Corporation  
Decatur, Illinois

**KORK-N-SEAL**  
THE CAP WITH THE LITTLE LEVER

Personal sealing  
Keeps the cap tight  
Keeps the oil clean

Oil brands shown include: MARATHON MOTOR OIL, SUPREME AUTO OIL, CONOCO MOTOR OIL, PENNANT OIL, 36 Thermoline, SULLIVAN OIL, MARLANC MOTOR OIL, MARCO MOTOR OIL, HEAVY STANDARD MOTOR OIL, Canfield OIL, PENNANT MOTOR OIL, MARCOLENE OIL, and others.

BARKAN

# —over Ten Million agate lines of paid advertising in 1927

—far more than was carried  
by any other Kansas daily

**R**ECORDS have been shattered in Kansas during 1927. Over ten million agate lines for the year in a city of 100,000 is no small accomplishment. To the advertiser and Agency it means advertising in The Eagle has produced results. Statistics show that no part of the United States has enjoyed better business than Kansas during the past year. And 1928 will be even better!

Our Merchandising Service Department will be glad to assist you.

**There Is No Substitute For  
The Eagle In Kansas**

R A T E S —

**Morning—15c Line**

**Sunday—17c Line**

**Combination—18c Line**  
**Morn. & Eve.**

## The Wichita Eagle

*Morning—Evening—Sunday*

**WICHITA**

**KANSAS**

Represented Nationally By The S. C. Beckwith Special Agency

## Court Rules on Municipal Adver- tising Tax

THE right of a municipality to tax its citizens for the purpose of obtaining funds with which to buy advertising has been challenged in court. The specific case in point is the city of Jacksonville, Florida. An injunction was sought by taxpayers of the city for the purpose of restraining the collection of a tax which had been levied by that municipality for advertising purposes.

This case assumes importance because of the fact that the advertising of municipalities, through funds obtained by taxation has been increasing, and because it has no legal precedents.

The action was brought in a Florida court before Judge Daniel A. Simmons, who denied the injunction and decided that the city of Jacksonville had the authority to levy a tax for the purpose of obtaining advertising funds.

Part of his decision follows:

The modern city is a very different organization from what it was a few decades ago. It is still a branch of the State sovereignty, manifesting as local self-government. But it is vastly more. It is a complex industrial organization and vast property owner. It has lots of things to sell—electricity, water, dockage, amusement, and often gas and transportation. And it derives enormous revenues from these sources. It is interested in expanding its territory, increasing its population, and bringing in new industries. These accretions to the things that constitute the city mean more patronage for its municipal utilities, more money circulating within its borders, more taxes coming into its treasury for streets, parks and public buildings, better homes, better churches, better schools.

A brief consideration of these things makes it apparent that the modern city is keenly and vitally interested in making its advantages known to people who might be induced to become residents of it, or establish their industrial plants within its borders. In other words, and to talk right in point on the case here at bar, the City of Jacksonville is very much "in business for itself." The law permits it thus to be in business. Shall the law say to it that it cannot advertise its business, if it elects to do so, and to pay the bill? I think this question should be answered in the negative, and the injunction restraining the collection of the tax levied for advertising purposes will be denied.

## Estimated Populations Re- ported by Bureau of Census

The Department of Commerce, Washington, D. C., has released a report on the estimated population as of July 1, 1927, for cities that had 30,000 or more inhabitants on January 1, 1920. These estimates, which were made by the Bureau of Census, are based on the assumption that the annual increase of population since the census of 1920 has been the same as the average annual increase between 1910 and 1920. Exceptions to this are those cities included in State censuses of 1925, when estimates were based on the average annual increase between 1920 and 1925.

## J. Lewis Coath Leaves Manz for Educational Work

J. Lewis Coath has resigned as manager of the picture and calendar division of the Manz Corporation, Chicago, in order to devote his entire time to his duties as president of the Chicago Board of Education.

Mr. Coath was associated with the Manz Corporation for nearly twenty years, and served as a member of the Chicago Board of Education for several years previous to his appointment to the presidency.

## E. A. Collins, President, Advertising Golf Ball

Edward A. Collins has been elected president of the Advertising Golf Ball Corporation, New York. He was formerly advertising manager and assistant superintendent of agencies of the National Surety Company, also of New York.

## Thatcher Company Appoints Joseph E. Hanson Agency

The Thatcher Company, Newark, N. J., manufacturer of boilers, furnaces, radiators and ranges, has appointed the Joseph E. Hanson Company, advertising agency of that city, to direct its advertising account.

## "Drygoodsman" to Appear Monthly

The *Drygoodsman*, St. Louis, will be published monthly instead of every other week. The first issue under the new schedule will appear on January 25.

## New Haven Clock to Ayer

The New Haven Clock Company, New Haven, Conn., manufacturing a general line of clocks, has placed its advertising account with N. W. Ayer & Son.

## Now William A. Wilson, Inc.

William A. Wilson, publishers' representative, New York, has incorporated under the name of William A. Wilson, Inc.



# Need of Brand Acceptance Grows as Easy Selling Exits

Consumer Advertising Is Making Itself a Permanent Part of Businesses  
That Once Thought It a Stunt

By D. M. Hubbard

THE president of one of the steel mills that huddle along the south shore beaches of Lake Michigan was telling how his company became an advertiser. It was neither by accident nor design. An outsider brought it about, an outsider who even today scarcely knows the difference between vanadium and vanilla.

"Five years ago we did not class ourselves as advertisers," he said. "Advertising had no basic application to the steel business. And yet one day as my father, then head of the business, was checking a mass of figures, he found we had spent nearly \$80,000 for what the ledgers called advertising over a period of four years.

"It nearly floored him. After he called in the company treasurer, the auditor and several bookkeepers, it became perfectly clear that the expenditures should have been charged to charity and donations. Some of the money had bought white space. More often it bought whitewash.

"It was a little after this time that an acquaintance called on me. He had seen one of our cards in a trade paper and asked how much we were spending a year for advertising. I gave him an approximate figure and explained that we spent it more as a necessary evil than anything else. It 'kept our name in front of the trade' in the established catalogs, trade directories and trade papers. As for the money we spent to be among those present in the picnic, dance and minstrel show programs of the schools, churches, fraternal organizations and labor unions that solicited us—well, I admitted quite honestly that we spent it only to kill off the ill-will that staying out would have caused.

"It was a rather fortunate thing

that my caller was frank enough to tell me we had literally been throwing away almost as much each year as would be necessary to operate a program of real sales promotion. He planted the thought that since we seemed to have formed the habit of spending practically \$20,000 a year it would be a sensible thing to analyze the matter a bit and see what could be done to make it pay some dividends. The outcome was a plan, now in its fourth year, for telling the men who should buy our steels what we have to sell them and why they should buy it. This advertising has made our markets acutely aware of what our products stand for in material and service.

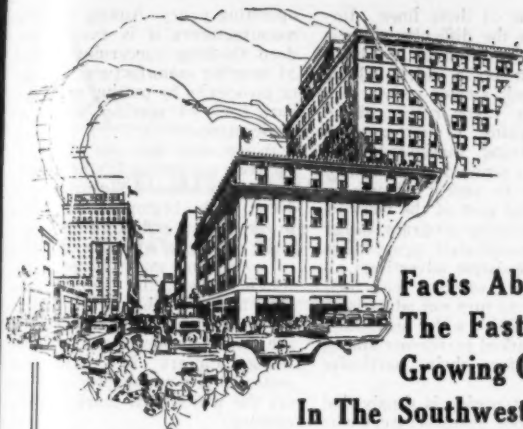
## WHAT ADVERTISING HAS DONE

"No one knows or can appraise fairly what our advertising has brought in returns. Probably it would be going too far to hold it immediately or remotely responsible for the gains we have made since it began. Regardless of that, we do know quite definitely that our company views have in the last four years acquired new authority and our salesmen have found it possible to do more selling since we broke away from the old hit or miss, negative theory of advertising to forestall ill-will.

"Selling is going to be harder during the months ahead, I think, than it has been in a long time. To meet that condition we intend to advertise harder in order to hold our markets and save our salesmen's time in covering them intensively."

It is no longer a new experience to run into the conviction that the final curtain has just about fallen on easy selling. In almost any field of merchandising where inquiry may be directed one finds executives in charge of sales think-





## Facts About The Fastest Growing City In The Southwest —

**BUILDING PERMITS**—Amarillo's total for 1927 was \$10,576,272.90. And two great structures—the 17-story Davidson Hotel and the 14-story Santa Fe R. R. General Offices—are already announced for completion in 1928!

**RAILROADS**—Radiate in eight directions from Amarillo to distribute \$150,000,000 in wholesale merchandise each year to the 110 towns and 533,478 people in the trade territory.

**GENERAL CONDITIONS**—Cattle prices high; cotton crop 50% greater in 1927; 30% more wheat planted for 1928 than ever before; and oil production outlook fairly good.

**POPULATION**—From 15,494 in 1920, to 55,778 today; and consists almost entirely of intelligent, white Americans.

**BUYING POWER**—Per capita effective income for 1926 (last figures available) was \$1,596.00—the second largest for any city in the Southwest, and seventeenth in the nation.

**NEWSPAPERS**—One efficiently covers Amarillo and the trade territory. Circulation of outside metropolitan mediums—daily or Sunday—is negligible. In the Texas Panhandle, the advertiser uses the—

### AMARILLO GLOBE-NEWS

Morning—Evening—Sunday

National Representatives: **TEXAS DAILY PRESS LEAGUE**  
New York Chicago Kansas City Dallas

ing along one of three lines. Impressed with the difficulty of getting what they consider to be a decent profit on a sales volume which formerly yielded satisfactory returns, they favor cutting down their advertising a quarter or a third. Or being farsighted, they are trying to persuade their boards of directors to accept advertising as an essential part of the week-in, week-out operating program, rather than a stop-and-start proposition. Or being consistent advertisers already, they are working with their management to turn out advertising that will establish wider acceptance and more marked preference among consumers for their particular products.

What is happening is simply that more and more manufacturers who have tolerated half-hearted selling measures in their organizations now realize they must tighten up the loose connections if they are to keep going. Talking about competition and the inroads on profits that fighting in marginal markets for increased volume has brought gets nowhere. Hence it is hazarding little to predict that from now on there is bound to be a lot more common sense and a lot less stunting in advertising, a lot more co-ordination of advertising and selling and greater insistence on keeping a few attainable objectives in clear view all the time.

The conviction that easy selling has begun to run, not walk, toward the exits is bound to produce some new advertisers. Within the last few days the news has gone out that two large insurance organizations and two of the oldest coal companies in the country are ready to advertise in a way that would have been beyond the comprehension of either of these industries a few years ago. More and more banks with trust departments are making notable advertising efforts—not to sell their services so much as to sell insurance in sizable amounts. The same conviction already referred to lies back of the decision in other quarters, where advertising has been looked on as a sort of emergency measure, to make it part of the regular routine

operating policy. Among still other manufacturers it is forcing some deep thinking concerning methods of insuring manufacturer and dealer prosperity by putting more pressure back of specific brands and trade-marks.

A few days ago, one of the oldest coal companies in the country, Castner, Curran & Bullitt, Inc., of New York, began an advertising program that will continue for at least one year with the likelihood of continuing much longer. It is the first time, the company says, that a specific brand of coal has been advertised by the producer to the final consumer. The advertising appears in twenty-seven metropolitan newspapers and covers the major coal markets of the country.

As was to be expected, the advertising quickly became the topic of widespread comment in coal circles as soon as the first piece of copy ran. It will probably be of scarcely less significance to the sales executive in other fields whose distribution problem still has a lot of stubborn fight left in it.

#### FEW CONSUMERS ARE SOLD COAL

Consumers buy coal. Relatively few of them are sold. Thus one may sum up the coal industry's position as regards marketing and merchandising as it appears to the eyes of the outsider looking in. What Castner, Curran & Bullitt have decided, after fifty years in the coal business, is to exert more selling pressure and to sell their particular brands of coal more effectively.

That it is going to prove a tough job to build up a brand acceptance for coal no one will question. At least Castner, Curran & Bullitt diagnose it as such. They are making a survey to learn exactly which sizes, grades and kinds of coal their various markets should buy to get the best possible results. While the newspaper advertising is starting out to focus attention on the C.C.B. brand, broadsides and blotters are being used to sell the various sizes to markets which can use them. Industries like laundries and greenhouses which

On and after  
**FEBRUARY 1<sup>ST</sup>**

Barrett Smith Company  
will be located in the  
Chamber of Commerce  
Building, 80 Federal Street,  
Boston. Telephones:

HANcock 5750-51-52

## BARRETT SMITH COMPANY

(Successors to Smith Endicott Company)

**ADVERTISING**

**141 Milk Street, Boston**

An Advertising Agency helping a small group  
of clients to do a larger volume of business



## From Hollywood —the new source of style

SO important has the Pacific Coast become as a source of style and of quality merchandise, that one of the largest New York stores is sending buyers here.

Years ago, Marion R. Gray founded a unique business in Los Angeles. Grayco collar-attached shirts and fine cravats are fast achieving national distribution.

Grayco is one of five leading apparel manufacturers whose advertising is directed by us. Others are:

*Jantzen Swimming Suits*  
*Hardeman Hats*  
*Oregon City Virgin Woolens*  
*Buckbecht Shoes*

**BOTSFORD-CONSTANTINE COMPANY**  
*Advertising*

PORTLAND • SAN FRANCISCO • SEATTLE

Member American Association of Advertising Agencies  
and National Outdoor Advertising Bureau.

can get results with dry or washed small nut sizes will be circularized.

Already a direct-mail campaign to dealers telling them the story of the newspaper advertising has commenced, explaining the selling opportunity it brings to the nimble-witted dealer. This matter of closer, more cordial relations with dealers must take precedence over all other details, it hardly needs to be said, if the C.C.B. brand is to win the hoped for consumer acceptance. As a selling force, the brand advertising simply becomes ineffective if the consumer does not find the advertised products easy to obtain when he is ready to buy coal or if the dealer does not treat it as a factor worthy of exploiting.

Recently, I talked with the general manager of a once highly prosperous company in an Eastern State. His plant makes a tremendous variety of products all of which lose their identity when they reach the consumer. That is, they enter into the production of other products and hence cannot be identified. For a time, only a skeleton sales force kept the plant humming. In the last few years competition has cut deeply into the business and the general manager has been at his wits' ends to find some product which he can advertise and sell as the product of his company. Now he has practically concluded arrangements to buy out another company to which he has sold his product as raw material for some time. The latter business advertised widely once and owns a trademark which is still known nationally. The plan now is to revive the old trade-mark. It is to be advertised on a bigger scale than ever as a direct means to creating a continuing market for a considerable part of the original plant's production.

What has happened here? One company that created a valuable brand and then let it gather moss finds its greatest asset to be that brand created and maintained by advertising. Other assets have but nominal value today. The other company that believed buyers would always have to come to it with



**"A good  
advertise-  
ment of a  
good pro-  
duct will  
always  
pay in  
Punch"**

THOMAS RUSSELL

MARION JEAN LYON

Advertisement Manager, "PUNCH"

80, FLEET STREET  
LONDON, E.C. 4, ENG.

## Good Copy

**Good copy can do more than just sell goods.**

**It can sell ideas.**

**And ideas can make this world a pleasanter and richer place in which to live.**

**HAWLEY  
ADVERTISING  
COMPANY**

**Inc.**

**95 MADISON AVE.  
NEW YORK CITY**

their orders and ignored the matter of establishing any identity in the minds of customers reaches the carefully thought out, though tardy, conclusion that the days of orders without effort have disappeared. It must have a brand now that it can advertise and make the basis of future sales growth.

Until consumption starts to overtake production again there is no question that the ratio of net profit to gross revenues in a great many businesses is going to dwindle, unless selling and advertising are coordinated more effectively to stimulate buying than they have been in the past. What comes close to being a trend is indicated by a glance at the following figures taken from the sales record for the last few years of a large and exceptionally well-managed Pennsylvania corporation:

	Sales	Operating Net Profits	Ratio Net Profit to Revenue
1922	\$22,724,439	\$6,282,930	27.6
1923	27,125,558	7,959,987	29.5
1924	31,000,080	9,004,965	29.5
1925	30,208,994	5,898,823	19.7
1926	32,913,613	6,286,331	19.6
*1927	17,957,339	3,469,038	19.3

\* Six months ending June 30.

Selling more merchandise, as the figures above so plainly point out, will not help much in such a situation unless the additional sales can be made at a lower rate. In 1926, sales were \$2,500,000 more than in 1925 without any increase in the company's rate of earning efficiency.

What has happened in selling during the last five or six years does not seem to be difficult to account for, although no two individuals would be likely to offer identical explanations. "Selling has been something like a football team," suggests a hardware jobber who is in a good position to watch events in retail, as well as manufacturing, circles. "It has been playing a soft schedule. Now the game is tightening up. Where salesmen used to score easily and often they are now learning what it is like to be thrown for a loss once in a while.

"Selling, as I see it, is going to continue to be a tough business for the reason that the last few years have developed an expansive sort

# Compare These Costs With Those of Your Present Addressing System

It costs only \$4.20 per thousand for the light weight aluminum Pollard-Alling addressing plates and they have a high scrap value—about 60¢ per 1,000.

It costs not to exceed \$7.00 to emboss 1,000 plates with the Pollard-Alling Power Reliefograph—including the cost of plates and the hire of an \$18.00 a week operator.

It costs not over 10¢ per 1,000 names to address your mail with a Pollard-Alling Automatic Envelope Addresser—including the hire of an \$18.00 a week operator.

It costs less to make changes in a Pollard-Alling list because the names are on reels and can be operated faster—250 to 300 insertions or removals an hour.

*Power Reliefograph (embossing machine) with standard type-writer keyboard. Capacity: 250 four-line addressing plates per hour.*



It costs less for embossing with Pollard-Alling Equipment because of its speed—150 to 200 four line addressing plates an hour.

It costs less for addressing under the Pollard-Alling System because of its speed—3,000 to 45,000 names an hour depending upon the character of the work to be addressed.

It costs less for equipment for wages, for extras throughout, because Pollard-Alling Equipment is simpler, faster, more efficient.

If you want the "costs less" kind of a mailing department fill in and mail the coupon for an analysis of your requirements.

## POLLARD-ALLING MFG. CO.

Addressing, Mailing & Listing Machines  
226 WEST 19th STREET  
NEW YORK CITY

Gentlemen: Please send us full details of Pollard-Alling Equipment based on the following description of our requirements:

Size of our list.....System  
now used.....Frequency of  
mailings.....Average number of  
pieces addressed at one time.....  
Average corrections and additions to  
be made on lists daily or weekly.....

Name .....

Address .....

of complacency. Because our last deflation period was less painful than its predecessors had been, a lot of us have talked loudly about perpetual American prosperity, the rising living standards of the country, and Federal Reserve System as a guarantee against panics, until there is a disposition to believe that American business has lifted itself to a new plane where the old economic laws no longer operate. Such credulity does us little credit. We call ourselves hard-headed business men and go on producing more goods than our markets can possibly consume without campaigning to open up new markets. We strain to beat each year's volume of sales as if volume were the sole end of all our activities, instead of digging out new profit opportunities along the lines of selling the same volume at lower costs.

"In our own buying we are trying deliberately to concentrate with manufacturers who are advertising their products well enough to do one of two things, viz., send the

purchaser into the retail store asking for an item or send him there inclined to listen to, and accept, the dealer's sales story concerning it. In other words, I want consumer demand and consumer acceptance maintained as the goals of advertising and less emphasis on what someone has called pusillanimous minutia. That means forsaking mere prettiness and atmosphere. It means abandoning the idea of constructing ornamentation and calling it advertising. I think it means for the manufacturer getting back to the sort of salesmanship in print that clearly shows why a certain brand of product is worth more to the consumer than some other product bearing an unknown or unfamiliar name."

If it is true that easy selling is rapidly making its exit, then there can be little division of opinion as to the value of taking steps to establish advertised brands in a stronger position. Before deciding definitely how this job should be done it would be well if the advertiser would initiate some investi-



**RESOLVED:**  
That 1928 Be  
A CHAMPION  
YEAR

Using  
APEDA  
PHOTOGRAPHS  
Will Help  
To  
Make It So.

*Apeda Studio*  
INC.  
PHOTOGRAPHERS

212 West 48th Street  
New York  
CHickering 3960



**A**MONG the real factors in advertising today are the concerns that can actually spend \$50,000 a year. They are in the vast majority. They form the substantial backbone of the business. They are the more dominating and successful advertisers of tomorrow.

THE \$50,000  
ADVERTISING  
CAMPAIGN

Q This type of advertiser really requires the best talent, service and guardianship that the agency business has developed. The million dollar advertiser can afford to have part of his program go wrong—but the \$50,000 appropriation must “click” all the way. Q There are a number of organizations that are doing exceptionally fine, creative work. They are splendidly equipped to render a complete and practical service to advertisers for whom a moderate appropriation *must* do a superlative job.

ALFRED · J · SILBERSTEIN INC.  
ADVERTISING  
310 FIFTH AVENUE · NEW YORK

# *The* **CHICAGOAN**

## Ring the Bell



To the quality advertiser Father Dearborn brings glad tidings. The *Chicagoan*—Chicago's smart magazine—has leveled Chicago's Golden wall. It opens the doors of the thousands who spend millions—Chicago's richest market for quality goods. At low cost, you can command this extraordinary sales opportunity.

*The*  
**CHICAGOAN**

One of the Martin J. Quigley Publications—407 S. Dearborn St.  
J. W. Egan, Jr., Advertising Manager  
New York Office—565 Fifth Avenue  
Los Angeles Office—5617 Hollywood Boulevard

gation in the field as to the position his brands really hold now. How often do purchasers call for his product by name? How often do they accept it without argument when offered by the dealer? How many call for it by name and perhaps accept some competing product? What sort of service or, if service is not required, what sort of helpful information is the dealer prepared to give?

It is perhaps the most human trait of advertisers to believe that they are better known and their brands insisted on more often than is actually the case. A few trips out into the hinterland to the towns that heretofore have been only pin points on the sales map cannot but shake the complacency of the manufacturer who has been letting his advertising lose its cutting edge at a time when it should be more persuasive and convincing than ever. Weak spots in the selling set-up may go unnoticed when consumption outstrips production. When, on the other hand, it appears as though there were not enough markets to go around, far-seeing management busies itself improving the product and sharpening the advertising to do the primary specific job of controlling sales to the final consumer.

#### New Accounts for Marx-Flarsheim Agency

The Securograph Company, Mt. Carmel, Ill., has appointed the Marx-Flarsheim Company, Cincinnati advertising agency, to direct its advertising account.

The E. C. Harley Company, Dayton, Ohio, manufacturer of household extracts, food products, etc., has also appointed the Marx-Flarsheim Company to direct its advertising account.

#### W. G. Steltz, Vice-President, Supplee-Biddle Hardware

William George Steltz has been elected a vice-president of the Supplee-Biddle Hardware Company, Philadelphia. He has been with the company for twenty-two years, and formerly was assistant sales manager.

#### Ideal Fashions Appoint C. R. Cavalli

Charles Root Cavalli has been appointed advertising manager of Ideal Fashions, Inc., New York, fashion service publisher.



## To Graybar Building Tenants

*Answering for once and  
for all the question,  
"Where do we eat?"*

For a brand new slant on good things to eat—for a single column snack or double truck spread—for the good of your inspirational apparatus—take the elevator to the Savarin.

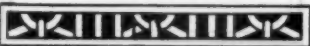
There you will find precisely the right atmosphere to stimulate an appetite and precisely the right food to satisfy it.

And you will soon discover that eating regularly at the Savarin is one of the few pleasant habits that save money.

Come on down!

# SAVARIN RESTAURANT

GRAYBAR BUILDING  
NEW YORK CITY



## TRY COUNTING THE NEW ONES!

—○—  
Magnificent Cathedrals  
going up  
Everywhere

—○—  
A TREMENDOUSLY STRONG  
and  
WEALTHY ORGANIZATION  
with  
NUMEROUS BRANCHES  
in EVERY  
CITY AND TOWN  
with

ONLY ONE MEDIUM  
Absolutely Restricted  
to the church buyer

—○—  
Write for samples and information  
concerning

The Church Trade Journal since 1899

## THE EXPOSITOR

710 Caxton Building  
Cleveland, Ohio

156 Fifth Ave. 37 S. Wabash  
New York City Chicago, Ill.

## A Radio Man Says:

I find one Radio Page  
in San Francisco edited  
by a man who knows  
Radio and how to tell  
about it. That is the  
Radio Page in the

## San Francisco Chronicle

### L. L. Smith with Kling- Gibson Agency

Lawrence L. Smith has joined the Kling-Gibson Company, Chicago advertising agency, as merchandising counselor. He was formerly vice-president and general sales manager of the Williams Oil-O-Matic Heating Corporation, Bloomington, Ill.

### C. J. Shower Joins O. A. Koss Company

C. J. Shower, who conducted his own advertising business at Detroit, has merged his business with the O. A. Koss Company, printing, also of Detroit. He will be vice-president of the Koss company.

### J. N. Martin with Little Rock Agency

Joseph N. Martin has joined the Vaughan Advertising Agency, Little Rock, Ark. He was formerly assistant advertising manager of the insurance department of the Bankers Trust Company, Little Rock.

### John Colenutt with Atlantic Lithographic

\* John Colenutt has joined the Atlantic Lithographic & Printing Company, New York, as art director. He recently held a similar position with the American Lithographic Company, also of New York.

### Appoints Milwaukee Agency

The Hayssen Manufacturing Company, Sheboygan, Wis., manufacturer of bread wrapping machines, has appointed Hannah-Crawford, Inc., Milwaukee advertising agency, to direct its advertising account. Trade papers will be used.

### Standard Radio Appoints Worcester Agency

The Standard Radio Corporation, Worcester, Mass., manufacturer of Standardyne radio sets, has appointed The Rule-Williams Advertising Agency, of that city, to direct its advertising account.

### New Account for Utica Agency

The New York Development Association, Watertown, N. Y., has appointed Moser & Cotins, Utica, N. Y., advertising agency, to direct its advertising account.

The Mary Campbell Studio, New York, manufacturer of decorative boxes, has appointed Ellis & Keilly, Inc., New York, advertising, to direct its advertising account. Trade papers will be used.



21-story State Tower Bldg., one of six new downtown office buildings nearing completion

## GROWING!

Recent census reports now place the city of Syracuse, New York, in the 200,000 population class.

Building activity in Syracuse exceeds that of any New York state city outside of New York city. Six large new office buildings are nearing completion and apartment and

home building is at its record figure in recent years!

Going ahead with its growing city . . . The Post-Standard is at the highest point in its history and GROWING, too!

Here is a fertile market for any product for the home or office and here is the medium which will sell it!

*Annual Automobile Show Edition will be Published February 5th—Forms close February 1st.*

# THE POST-STANDARD

*"A Respected Influence in All Central New York"*

DAILY 60,558

SUNDAY 66,355

**PAUL BLOCK, INC.**

—Representatives—

New York—Chicago—Boston—Detroit—Philadelphia—San Francisco

*The official magazine of the  
Y. W. C. A. which reaches  
executives who have  
the spending of  
\$23,000,000 of  
the annual  
budget*

**The  
Womans  
Press**

*Published  
monthly by  
the National  
Board of the Young  
Womens Christian  
Association Organization.  
Address  
Clara Janouch, Adv. Mgr.  
600 Lexington Ave. New York City*

## ADVERTISING SPECIALTY MEN

Manufacturer of high grade Metal Advertising Specialties; Etched, Embossed, Lithographed, Printed or Hard Enameled Signs, Name Plates and Emblems is looking for experienced Specialty Men who

- possess creative ability.
- know specialty merchandising.
- can associate with, and sell to executives.
- recognize the value of representing a concern rated a million high, conducting an extensive national advertising program.
- are open to represent along with your other non-conflicting line, the most complete Metal Specialty Line ever assembled.

Write, giving selling experience.  
Dept. 101, 344 Union St.  
Allentown, Pa.

### Fiat Metal Account to Behel and Harvey

The Fiat Metal Manufacturing Company, Chicago, maker of shower bath compartments, has appointed Behel and Harvey, Inc., Chicago advertising agency, to direct its advertising account. Architectural and business magazines will be used.

### New Account for Holyoke Agency

The Standard Corset Company, Holyoke, Mass., manufacturer of the Arm-mori Slenderbelt and corseis, girdles, etc., has appointed Charles E. Vautrain, Associates, advertising agency of that city, to direct its advertising account.

### Appoints Williams, Lawrence & Cresmer

The Stockton, Calif., *Record* has appointed the Williams, Lawrence & Cresmer Company, publishers' representative, as its advertising representative for the entire United States outside of the Pacific Coast.

### W. H. Schaeffer Returns to Erwin, Wasey

William H. Schaeffer, formerly with Erwin, Wasey & Company, Chicago, and for the last three years with the Shuman-Haws Advertising Company, Chicago, has returned to Erwin, Wasey as copy writer.

### J. L. Love Joins Toronto Printer

John Landels Love has become associated with B. H. & F. M. Brown Ltd., Toronto, Can., direct-mail printing. He has been engaged in direct-mail work and for some time has been associated with *Marketing* in an editorial capacity.

### Harry Sebree with Brinckerhoff Agency

Harry Sebree has joined Brinckerhoff, Inc., Chicago advertising agency, as an account executive. He was formerly with Ruthrauff & Ryan, Inc., at Chicago.

### New Account for Minneapolis Agency

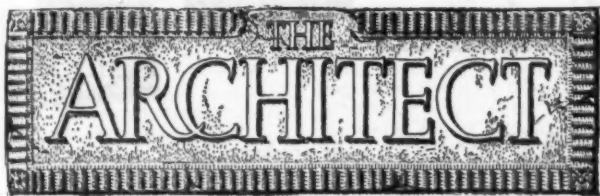
The Diamond Calk Horseshoe Company, Duluth, Minn., has placed its advertising account with the Kraft Advertising Agency, Minneapolis. A farm paper campaign is planned.

### Face Brick Account to Wolcott & Holcomb

Fiske & Company, Boston, makers of "Tapestry" and other face brick, have appointed Wolcott & Holcomb, Inc., advertising agency of that city, to direct their advertising account.

# AN ANNOUNCEMENT

BY



THE SUPERLATIVE ARCHITECTURAL MONTHLY

THE BOARD OF DIRECTORS OF THE  
FORBES PUBLISHING COMPANY, INC.

Announces the Appointment of

MR. WALTER McQUADE

AS EDITOR OF "THE ARCHITECT"  
succeeding the late Mr. A. Holland Forbes

Mr. McQuade is a distinguished authority in his field. As Architectural Consultant and member of the Editorial Board of "THE ARCHITECT" since its inception, he has materially assisted in establishing and maintaining the high standard of excellence which has characterized the magazine as unique in the field of architectural publications.

His appointment assures a continued adherence to the high ideals originally established for the publication in both the editorial and advertising departments.

"THE ARCHITECT"

FORBES PUBLISHING COMPANY, INC

THE ARCHITECTS' BUILDING, NO. 101 PARK AVENUE, NEW YORK  
PEOPLES GAS BUILDING, NO. 122 SOUTH MICHIGAN AVENUE, CHICAGO

# BROOKS Display Containers



**W**HATEVER your product may be, whether it be an article to sell on price alone, or an expensive item handworked with care, it must be properly displayed; otherwise it will be completely ignored by passing customers.

BROOKS *Display Containers* have a world-wide reputation; they are attention-attracting, interest-arousing and sales-compelling. *Why?* Because they represent the highest type of lithographic artistry . . . beautiful in color, clever in design and effective in results.

The *Brooks Service Department* will furnish you with ideas, designs, dummies and estimates. Why not take advantage of our skill and experience?



## BROOKS

**Bank Note  
Company**  
Springfield, Mass.

New York—Boston  
Philadelphia

*Lithographed Folding Boxes,  
Display Containers, Cat-  
outs, Window Display Ad-  
vertising, Commercial  
Stationery*



## Super-Advertising — Advertising's Worst Enemy

(Continued from page 6)

that of more than 1,500 advertisements offered to one of his publications over a certain period, 17 per cent were not acceptable without question. Some of the questions brought up were minor, but a great proportion of them were more serious.

I was shown the following table, which was headed "Censorship Report, July-December 1927":

Total number of advertisements read .....	1,520
Total number of questions raised ..	287
Explained satisfactorily .....	57
Changes secured .....	146
Changes refused—	
Run without revision .....	39
Advertisements omitted .....	2
Dropped without raising with agent or advertiser .....	43
Total number of questions taken up with advertiser or agent .....	244
Total number of changes secured or explained satisfactorily .....	203
Per cent .....	83

"What were the chief things that made this advertising unacceptable?" I questioned.

"Exaggerated claims and competitive statements," he answered without hesitation. "You are familiar enough with some of the exaggerations. 'The best vacuum cleaner in the world.' 'Far superior to anything ever before offered the public.' 'We have at last achieved the most economical, the easiest to operate, the finest something or other on the market.' All the turgid, noxious, noisome stream of superlatives that say so much and mean so little.

"Competitive claims are the bugbear of every publisher. From years of experience we know the folly of a competitive fight. In the first place it's pretty hard to prove that any one product is so vastly superior to all other products as advertisers frequently claim. Usually the superiority is greatly exaggerated.

"But the worst part about a competitive fight is that it isn't good business. Every manufacturer, I

suppose, imagines his product is the best on the market at its price. He can see the weaknesses in competing products and sees no reason why he shouldn't point them out. Once he does, however, he finds that his own product has its weaknesses and every other manufacturer in the industry is ready to pounce upon him like a cageful of lions on a piece of raw beef. A competitive fight always shakes the consumer's faith in advertising."

"Right now," said another advertising executive, "I would be willing to bet that as I talk with you, somewhere some college professor is making fun of advertising. He is a scientist and he believes in the value of thorough, unprejudiced research. As an example of what not to do he is showing his class some advertisements. Perhaps he's laughing at one of those meaningless microphotographs which will prove anything because the average consumer doesn't know anything about science anyway. Perhaps his chuckle comes from the discovery of a new advertised disease. At any rate he's taking a hearty wallop at advertising because of the pseudo-scientific copy that is so often used."

Another thing that is disturbing friends of advertising is the purchased testimonial. They see no vast harm in isolated instances of it, but believe that at present it is being overdone and that the very fact that it is being overdone is demonstrating to consumers the transparency of the device. This, it seems to them, is another attack on advertising's believability.

"Nobody is a firmer believer than I in the value of good testimonials," an advertiser told me. "And nobody knows how hard it is to secure real good, forthright, sincere testimonials that are unsolicited. My hat is off to the advertiser who is flooded with testimonials which are worth printing. He must have a good product. My hat is off to him—and also my sympathy goes out to him.

"Today I think advertising testimonials have come close to running themselves into the ground. Consumers have seen testimonials from

## It Tops Them All the STANDARD

*In a class by itself*

gives the facts about *National Advertisers* and *Advertising Agencies*

Revised at *regular intervals*

### WEEKLY REPORTS

Special information to subscribers

**National Register Pub. Co.**

R. W. Ferrell, Mgr.

15 Moore Street, New York

Chicago

Philadelphia

San Francisco

Boston



## SYNDICATE ADVERTISING SERVICES FOR SALE

Can be bought for far less than actual cost of production. Services cover over thirty different retail lines of business. New and snappy. Salable in every section of the United States which is practically virgin territory for their sale. Produced by a reputable organization not having the time to devote to this proposition in addition to its regular business.

Indeed a rare opportunity for a syndicate company to add to its present lines or for an individual or concern desiring to enter the syndicate advertising field to buy a complete and ready business. Act at once. In replying give your 'phone number. Address "C," Box 204, Printers' Ink.

everybody in the social scale from a Roumanian Queen and an Indian Maharajah to a darling of the cabarets and the fellow who lives around the corner. For this very reason, testimonials have lost much of their force.

"You remember the famous case of a nationally known woman who announced to the press that she had received a large sum of money for her endorsement of a cosmetic. It doesn't take many instances of that kind to shake people's faith in testimonials.

"Perhaps I am a bit rabid on the subject but it is my opinion that purchased testimonials when they are not false, are misleading. I think that the average consumer used to believe that anybody giving a testimonial for a product was an habitual user of that product. Certainly many of the people who are blithely endorsing products today are not habitual users and I don't think that advertisers are making consumers believe that this is the case. Obviously, then, the consumer's faith in the believability of advertising is being weakened."

"There has been a great deal of furore about the attacks made on advertising by Stuart Chase, Borsodi, and others," said one of the men I have already quoted. "Some advertisers seem to think that these men are the greatest enemies of advertising. I don't agree. I believe the greatest enemies advertising has today are those who are weakening its believability."

I am not approaching this condition, this disease, as a new subject, because it isn't new. For many years PRINTERS' INK has attacked exaggerated claims and knocking copy. During the last two years it has printed a number of articles dealing with all phases of the present subject. I have already mentioned the work of the American Association of Advertising Agencies, the Association of National Advertisers, the National Better Business Bureau and the Federal Trade Commission. In addition to these, a number of individuals have made speeches before interested organizations trying to arouse opinion against what



## Leading in 1927 Automobile Advertising

**M**ORE than a million lines of automobile display advertising in 1927 . . . . the greatest automobile lineage in its history . . . . a volume far in excess of any other daily or Sunday newspaper's automobile lineage record in Rochester . . . . that is the achievement by the Rochester Democrat and Chronicle.

Automobile manufacturers and dealers who have entered the big 1928 race will do well to enlist the help of this winner—one of the country's great automobile advertising mediums. Forms for the Automobile Show Edition of January 22 will close January 18.

### Democrat and Chronicle

ROCHESTER, N. Y.

DAILY CIRCULATION—in excess of 80,000

SUNDAY CIRCULATION—in excess of 90,000

LEADS IN ADVERTISING  
LEADS IN CIRCULATION  
LEADS IN R-E-S-U-L-T-S

PAUL BLOCK, INC., Special Representative

New York Office—247 Park Ave.

Chicago Office—Century Building

Boston Office—Little Building

Detroit Office—General Motors Bldg.

Philadelphia Office—Guarantee Trust Building

## Space Buyer Wanted

**Must be thoroughly experienced in every detail of space buying in all media—particularly newspapers. A real opportunity with a fast-growing recognized agency. Apply by letter only, stating qualifications, age, experience, salary expected.**

**Address**

**"N.," Box 62, c/o Printers' Ink.**

**✓✓ This man**

has kept things moving as art director and copy chief — has done publication promotion with distinction and success. Now busy, well paid, and highly regarded—but hopes to find creative work that carries satisfaction. Most interested in lines of limited appeal. Straight thinker, strong writer, craftsman. Salary secondary — but at least \$7,500.

**ADDRESS "G,"  
Box 207, PRINTERS' INK**

they know to be abuses of advertising.

The time has come, however, when all this sentiment should be crystallized, and when all friends of advertising should be made to realize how serious the condition is. In the past, these abuses have been corrected when the sentiment became strong enough for their correction. The PRINTERS' INK Model Statute, the old National Vigilance Committee and other agencies did a big work in getting rid of some of the more flagrant abuses. But today we are dealing with a different type of abuse, a type of abuse which is being sponsored in many cases, often unintentionally, by some of our leading advertisers and their advertising agents and which is being palliated, if it isn't being supported, by reputable mediums.

We are not dealing now with the work of shady and crooked persons. We are dealing rather with an insidious disease which has grown slowly until now its tentacles are fastened onto the tissues of many advertisers who know they have the disease but can't find the cure. To change the metaphor, they've got the bull by the tail and they don't dare let go. It is of great credit to business men as a whole that as yet the majority have not been led into sanctioning the abuses which we are attacking.

Yes, despite the gloomy picture I have painted, there are a great many advertisers who have not followed in the footsteps of the super-advertisers. There are advertising agencies which will not write super-advertising copy and mediums which will not accept it. However, these organizations are faced with a serious problem.

"Virtue may be its own reward," said one of the men I interviewed, "but sometimes the reward seems slow in coming. We have tried scrupulously to tread the path of virtue but conditions in our industry are getting so bad, particularly when it comes to exaggerated claims, that it is only with an effort that we can restrain ourselves from jumping into the fight and fighting fire with fire. It isn't always

# The San Antonio Light

Established 1881

San Antonio's Best Newspaper

## 1927 National Advertising Record

	EVENING	SUNDAY	TOTAL
1927	1,344,046	956,985	2,301,031 lines
1926	1,143,548	798,504	1,942,052 "
Gain	200,498	158,481	358,979 "
<i>Gain 1926 over 1925</i>			
	179,550	67,872	247,422 lines

The Light's consistent national advertising gains for the past two years of over a

## QUARTER MILLION LINES EACH YEAR

reflects the confidence which advertisers and agents have learned to place in The Light.

The Light's national gain in both 1926 and 1927 exceeded by over 100% the combined national gains of all other San Antonio newspapers.

The Light alone offers thorough coverage of the better class homes of San Antonio without duplication—and at minimum cost.

The Light's competitors' new forced combination is ARBITRARY and applies to the national field only. An ever increasing number of representative national advertisers use The Light exclusively.

**Avoid Duplication—You Can Economically Cover San Antonio—With THE LIGHT ALONE**

National Advertising Representatives

HERBERT W. MOLONEY  
342 Madison Ave.  
New York

JOHN H. LEDERER  
Hearst Bldg.  
Chicago

## Ready

A young man (30) of good character and personality gifted with creative ability believes he has rounded out his training period 6 years with the larger New York Agencies, and is ready to contribute his part to the development of a growing organization.

His work has been in the capacity of Art Director and production manager in full charge of service on national accounts, a prolific producer of merchandising and copy ideas and fine layouts. He is admired for a modern point of view that does not stray too far from the practical and he knows how to get the best out of Typography, Art Engraving and Printing.

He would like to plant himself with some new and progressive group where he could take root and grow.

Though he has received a five-figure salary, pleasant associates and possibilities for future are first consideration.

He is married and can go anywhere, would come well recommended and has evidence of performance to show.

Address "W," Box 200, P. I.

## Space Getter

not a peddler, wants new connection—where ability to sell space counts—and where there is a chance to grow into the organization. Have had 5 years' experience with proven results. Salary or commission—worthwhile opportunity.

Address "J" Box 209, P. I.

pleasant—nor profitable—to be the spotless plug hat at which all the dirty snowballs are being shied."

I have painted a gloomy picture intentionally. I don't believe, nor do any of the men I have talked with believe, that advertising is in immediate danger of destruction. We do believe, however, that reforms must be instituted. The big ray of hope today comes from the fact that there has been increasing agitation against the worst advertising abuses and an increasing consciousness among all men connected with advertising that something must be done about the somewhat rotten state of Denmark. It is even encouraging to find that some of those who are grasping the bear's tail most tightly are heartily sick of the whole business and would let go tomorrow if they could be sure that their competitors would let go at the same time.

### THERE ARE HOPEFUL SIGNS

Therefore, there are a number of hopeful signs. In a later article I will tell about some of these, and outline some of the remedies which are at hand. In this article, however, there has been room only to describe the disease.

One thing I want to make clear. I haven't joined the good Mr. Chase in an attack on advertising. Advertising itself is inherently a sound economic force. Only when it is abused does it become dangerous. Right now the abusers are making the most devastating attack on advertising.

Super-salesmanship has proved its viciousness. I know of very few sales executives today who are proud of the fact that they are go-getters, with pep, punch and personality—all plus. Super-advertising should travel the same path.

Super-advertising is not ethical, although it usually is within the law. But let's throw ethics out of the window. We still find that super-advertising is poor business. It is robbing advertising of its greatest virtue, believability, without which advertising is nothing. And if that's good business, Will Rogers is the Shah of Persia and I'm his first assistant.

# SHEAFFER PEN CO. IS DISCOVERED BY SPECULATORS

BY O. A. MATHER.

Now and again Wall and La Salle streets discover some relatively small industrial company with brilliant earnings and prospects. Then follow excited speculation in the stock of that company and price movements that rival the boom gold mine days.

The speculators this week discovered the W. A. Sheaffer Pen company, which has 15,000 shares outstanding. These shares have been traded in to a small extent in the Chicago unlisted market and last week sold around 650. The stock was listed on the New York Curb exchange on Thursday. There were reports that the company plans a split-up on a ten-for-one or twenty-for-one basis and that earnings for 1926 exceeded \$100 a share and would be about the same for this year.

## Up 170 Points in Week.

The opening trade in the stock was at 655 and then it soared to 725 on a turnover of only 270 shares. Yesterday the price soared to 849 and closed at 820 with 450 shares sold. Therefore, this stock has appreciated 170 points in the last week and at its highest price was up 199 points.

The company began in a small way several years ago at Fort Madison, Ia., starting as a stationery store and then branching out into the manufacture of fountain pens, automatic pencils, and desk sets. While most of the stock was held by the Sheaffer family, a dealer organization was built up by permitting dealers to buy a few shares. The business has developed phenomenally in the last few years. There were reports yesterday that the company will market part of its stock after the proposed split-up.

Saturday, December 17, 1927  
Chicago Tribune



The list of our clients is not large, but it is choice, and we are emphatically proud of it.

W. A. SHEAFFER PEN  
COMPANY

A. B. DICK COMPANY  
(MIMEOGRAPHS)

PHOENIX HOSIERY  
COMPANY

STUTZ MOTOR CAR  
COMPANY OF  
AMERICA

THE UNITED STATES  
CHAMBER OF  
COMMERCE  
(NATION'S BUSINESS)

ELECTRICAL  
RESEARCH  
LABORATORIES  
(ERLA RADIO)

NU-DEX PRODUCTS  
COMPANY

The Glen Buck  
Company  
Advertising  
Chicago



# PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS

Founded 1888 by George P. Rowell

PRINTERS' INK PUBLISHING CO., INC.  
Publishers.

OFFICE: 185 MADISON AVENUE, NEW YORK CITY. TELEPHONE: ASHLAND 6500. President and Secretary, J. I. ROMER, Vice-President, R. W. LAWRENCE, Treasurer, DAVID MARCUS, Sales Manager, DOUGLAS TAYLOR.

Chicago Office: 231 South La Salle Street, Gove Compton, Manager.

Atlanta Office: 87 Walton Street, Geo. M. Kohn, Manager.

St. Louis Office: 915 Olive Street, A. D. McKinney, Manager.

San Francisco Office: 564 Market Street, M. C. Mogenssen, Manager.

Issued Thursdays. Three dollars a year, \$1.50 for six months. Ten cents a copy. Foreign postage, \$2.00 per year; Canadian, \$1.00.

Advertising rates: Page, \$135; half page, \$67.50; quarter page, \$33.75; one-inch minimum, \$10.50; Classified, 74 cents a line, minimum order \$3.75.

JOHN IRVING ROMER, Editor  
ROBERT W. PALMER, Managing Editor  
ROY DICKINSON, Associate Editor  
ALBERT E. HAASE, Associate Editor  
BERNARD A. GRIMES, News Editor

## EDITORIAL STAFF

C. B. Larrabee	Roland Cole
E. B. Weiss	Andrew M. Hows
H. M. Hitchcock	James C. McGrath
Thomas F. Walsh	Eldridge Peterson
H. W. Marks	Don Masson

Rexford Daniels

A. H. Deute, Special Contributor

Chicago: G. A. Nichols  
D. M. Hubbard  
Frederic W. Read

London: Thomas Russell

NEW YORK, JANUARY 12, 1928

## Why Suspension? Why Not Repeal?

And now the bituminous coal industry is to find a way of escape through special exemption by Congress from the provisions of the Sherman Anti-Trust Law. Senator Copeland and Representative Jacobstein have introduced bills to that effect in both Houses. They explain their plan by a statement that "excessive competition and over-production are playing havoc" and that they wish to make it lawful for the mine-owners "to combine in co-operative associations for the elimination of waste."

Without expressing an opinion at this time upon Dr. Copeland's and Mr. Jacobstein's diagnosis of the ills of the bituminous industry—having, in fact, already commented

repeatedly upon the familiar point of view which they express—we might inquire why their prescription is to be reserved only for industrial patients practically in extremis. The same medicine is already being urged for the petroleum industry, and doubtless will presently be sought by any other which feels a sinking spell coming on, and in every case with equally good reason.

When Madame Montessori, the great Italian teacher, first brought forward her methods of instruction for small children, she applied them only to backward and defective children, who by this means frequently excelled the normal children taught by the traditional methods. Then it occurred to somebody that the same common sense, and the same sweeping away of antiquated and absurd handicaps, that had done so much for the sick, would be of even greater benefit to normal children—and a great forward step in child education was the result.

It will, doubtless, be possible, and perhaps by the mysterious reasoning of politics more practical, to whittle away the outworn and economically unsound restrictions of the Sherman Law upon business, by a long series of special-exemption bills such as that here offered for the bituminous industry, instead of making a clean job of the whole absurd business. But what reason in logic or common sense is there for adopting so timid a plan? Is not the time ripe for either repeal or drastic revision of the whole body of anti-trust law, to square it with what every business man today knows to be sound economics and sound sense?

## Foreign Competition New Style

On several occasions during 1927, Dr. Julius Klein, head of the Bureau of Foreign and Domestic Commerce, declared, with considerable emphasis, that America could look for considerable gain in foreign trade if makers of specialties would seek foreign markets.

Dr. Klein's idea is sound. But America has no monopoly on it. We may well expect other coun-



tries to look upon us as a sales field for their advertised specialties, just as Dr. Klein would have us regard them. In fact, there are indications that we are being so regarded abroad.

There is such an indication, for example, in a report on a special meeting of stockholders of Crosse & Blackwell, the famous jam and pickle house of England. This meeting was called to hear a report by its managing director, J. C. Goff, who had recently returned from a long business trip to the United States and Canada—a trip made for the purpose of opening those two markets to his company on a large scale.

The significance of this report lies, not in the fact that Crosse & Blackwell want large sales volume in America, but in the manner in which they propose to obtain that volume. In the sales method they propose to follow is to be found a new style of foreign competition.

This method, as indicated by Mr. Goff after he had briefly told how factories had been built on the land which the company acquired in Baltimore and in Toronto some time ago, is as follows:

(1) To finance their American business with American money, (2) to put on the board of directors of the American company the strongest and best Americans and Canadians that could be found, and (3) to make a deal with a going American concern that is not producing products in competition with theirs and that has a big selling force whereby that company, in return for getting and maintaining distribution for Crosse & Blackwell, would obtain stock ownership in its American business.

This third part of his plan is the highly unusual feature. Mr. Goff did not offer it until he had first explained that co-operation in the distribution of non-competing advertised specialty products, effected through mergers, is the order of the day in America.

The plan which he proposes to follow is worth special attention, because when summarized, it

means this: A well and favorably known foreign business wants to sell in the American market on a large scale, but realizes that it cannot hope to succeed if it tries to extract every penny of profit from that market. Its proposed plans plainly indicate that it is more than willing to divide a good portion of its profits with individuals and organizations now in those markets that are qualified to help it. In other words, all of the profits that Crosse & Blackwell will make from a large scale invasion of the American market is not going to go to England. Much of it is going to stay here.

Probably every American manufacturer who analyzes this Crosse & Blackwell move will feel that compliments on its business sagacity are in order. If that is so, would it not be in order for American manufacturers after business in foreign countries to consider the possible application of this same plan in those foreign countries?

### **Ford Still Worth Watching**

If 1928 provides any more interesting spectacle for advertising men than the development of the ideas of Henry Ford on their craft, it will be an extraordinary year. Its second week finds our most spectacular industrial figure giving one more proof of his determination to make his own advertising path.

The fact that most experienced advertising men have little faith in the general public exposition idea means as little to Mr. Ford as have other men's opinions on stopping a war, writing history or making automobiles. He goes his own way; and selects the week of the New York Automobile Show—at which no Ford products are to be seen—to open to the public, in Madison Square Garden, an exposition which takes anyone able to crowd in, without charge, through the Ford organization in miniature, from mine and mill, railroad, blast furnace and glass plant, to the Ford and Lincoln

cars, the Fordson tractor and the Ford-Stout airplane.

There are two wrong ways of looking at the phenomenon of Mr. Ford in advertising. It is wrong hastily to conclude that his success—which everyone concedes—proves everyone else wrong in their skepticism regarding expositions of this kind. Very few, if any, other enterprises could undertake such enterprises with the preliminary advantages Mr. Ford possesses.

But it is equally wrong to consider Mr. Ford so unique a phenomenon that nothing of practical value to anyone else can be learned from him; or to assert as some do that his enormous wealth alone makes methods practicable for him that are out of the reach of everyone else.

Henry Ford is undeniably in many respects *sui generis*; but he has scarcely succeeded in upsetting the fundamental laws of economics, which are remarkably similar to those of sound advertising. Those who observe his course with an open mind will profit most thereby.

### **A Silly Local Ordinance**

Ordinarily, what the city council of a town with a population of only 5,000 does is of little or no importance to manufacturers. A local ordinance passed by the city council of Fairfield, Iowa, however, may affect many manufacturers and is of especial interest and importance to makers of electrical equipment.

This ordinance makes it unlawful to use any "instrument, device or machine which shall cause electrical interference with radio reception" between the hours of noon and midnight. In other words, mother must not use her washing machine after noon because it may cause an annoying noise to spout from her neighbor's loud speaker while she is listening to an extremely interesting talk on "Is the World Getting Better or Worse?"

If the ordinance is enforced literally, many oil heaters and electric refrigerators will have to

be turned off at noon; there'll be no carpets or rugs cleaned by vacuum cleaners except in the morning; the battery will go uncharged, etc., etc.

Of course, most of the newer electrical devices are designed so that they do not interfere with radio reception, but who is to decide which do and which do not?

The Fairfield ordinance is a silly one—hardly worthy of notice—but maybe it would be a good idea for manufacturers of electrical devices to determine whether or not it is constitutional. Better yet, perhaps the city council may repeal the ordinance. Just think of the confusion if towns all over the land compel the light and power company to shut down at noon, in order that clear radio reception may be assured to Anna Smith's Hints for Homemakers, the X and Y Romancers and the Jungle Kids.

### **R. M. Calfee, Chairman, Peerless Motor**

Robert M. Calfee, attorney for the Peerless Motor Car Company, Cleveland, has been elected chairman of the board and L. R. German, general manager. Edward Ver Linden has resigned as president.

A new executive committee has been elected consisting of Robert Calfee, F. A. Trester, L. R. German and Charles A. Tucker.

### **H. T. Bourne with Griswold- Eshleman Agency**

Henry T. Bourne has been made head of a newly organized media and plan department of the Griswold-Eshleman Company, Cleveland advertising agency. He was formerly with the Cleveland office of the H. K. McCann Company, as assistant account executive.

### **Cosmetic Account to Cutajar & Provost**

Carlyle Laboratories, Inc., New York, Phantom Red cosmetics, has appointed Cutajar & Provost, Inc., New York advertising agency, to direct its advertising account.

### **Peirce Johnson with Ralph H. Jones Company**

Peirce Johnson has joined the Ralph H. Jones Company, Cincinnati advertising agency. He formerly was with the J. Walter Thompson Company, Inc.

## Newell-Emmett Company

*Incorporated*

*Advertising • Merchandising Counsel*

40 EAST 34TH STREET

*New York*

AN ADVERTISING  
AGENCY FOUNDED  
ON THE IDEA OF  
RENDERING SUPER-  
LATIVE SERVICE TO  
A SMALL NUMBER  
OF ADVERTISERS

### CLIENTS

Liggett & Myers Tobacco Co.

Western Electric Co.

The T. A. Snider Preserve Co.

Loose-Wiles Biscuit Co.

Graybar Electric Company

Association of American Soap  
and Glycerine Producers

Eastman Kodak Company  
(Brownie Cameras)

The Ansonia Clock Co.

“NOT HOW MUCH, BUT HOW WELL”

# Advertising Club News

## Harn to Discuss Circulation Yardstick at Sphinx Meeting

O. C. Harn, managing director of the Audit Bureau of Circulations, will be the speaker at the next luncheon meeting of the Sphinx Club, New York, which will be held at the Waldorf-Astoria on January 25. He will explain how the statements issued by the Audit Bureau of Circulations should be interpreted, applied and used for the proper measuring of circulation. Mr. Harn will illustrate his talk with stereopticon slides.

Because of the importance of this discussion to buyers of space many of these are expected to be present as guests of Sphinx Club members.

\* \* \*

## Young Advertising Men Dedicate Club Rooms

The Association of Young Advertising Men, New York, dedicated its permanent club rooms at the Madison Square Hotel, Friday, on January 6, with a dinner meeting.

Theodore Roosevelt was the guest speaker at the dinner. Other speakers included Gilbert T. Hodges, president of the Advertising Club of New York, Clifton D. Jackson, of John Wanamaker, and W. Shaw Thompson. R. Steele Sheratt, president of the Association, presided.

\* \* \*

## A. B. Stover Heads Ithaca Club Committee

A. B. Stover, president of the Advertising Club of Ithaca, N. Y., will head the program committee for the club's round-table meetings. Three other members of the club will rotate in office in order to provide new ideas for discussion at the meetings.

An "Advertised Products" dinner will be sponsored by the club on January 18.

\* \* \*

## K. S. Sutton, Secretary, Beaumont, Tex., Club

Kenneth S. Sutton, advertising manager of the Stone & Webster public utility interests in the Gulf Coast section of Texas and Louisiana, has been appointed secretary of the Advertising Club of Beaumont, Tex. He succeeds Otto S. Bruck, who is chairman of the Tenth District.

\* \* \*

## Milwaukee Clubs to Hold Joint Meeting

The first meeting in 1928 of the Milwaukee Typothetae will be attended by members of the Milwaukee Advertising Club, the Milwaukee Association of Industrial Advertisers and the Milwaukee Club of Printing House Craftsmen. The meeting will be held on January 17, at the Elks' Club. The film, "The Romance of Printing," will be featured.

## Sex Appeal in Advertising May Work the Wrong Way

"A large part of advertising is too sexy," declared John L. Brumm, head of the journalistic department of the University of Michigan in a talk he made before the Women's Advertising Club of Detroit. His subject was devoted to the value of sex appeal as an attention-getting factor in advertising.

He stressed the point that the sex impulse should not be evoked to sell such things as fishing tackle, cigars or golf sticks, as man does not usually associate them with woman. Instead, he declared, the picture of a beautiful girl may decide him to take his wife to the movies or buy something associated with her rather than to buy the product advertised.

\* \* \*

## Bureaus Plan to Correct Tire Advertising Abuses

The National Better Business Bureau and the local bureaus throughout the country have started a movement to correct certain abuses that exist in the selling and advertising of automobile tires. The Bureau reports that there are three common abuses in this field. These occur in connection with the merchandising of rebuilt, reconditioned and so-called "double-tread" tires; in the sales of factory rejects or seconds; and as a result of abuses in the use of mileage guarantees.

\* \* \*

## New York Meeting Sponsored by Retail Group

The meeting of the Advertising Club of New York on January 13 will be sponsored by the retail advertising group. Paul M. Mazur, of Lehman Brothers, will talk on "The Puzzle of Modern Prosperity and the Battle for Consumer Loyalty."

F. St. John Richards, Eastern advertising manager of the St. Louis *Globe-Democrat*, has been made chairman of the On-to-Detroit committee of the New York club.

\* \* \*

## Howard Kairer Heads Philadelphia Club Committee

Howard Kairer, of the Charles Blum Advertising Corporation, has been appointed by the Poor Richard Club, Philadelphia, as chairman of its exhibit committee for the 1928 convention of the International Advertising Association.

\* \* \*

## Marion Powell Heads Woman's Club Committee

Marion Powell, business director of the Women's Advertising Club of Toledo, has been appointed chairman of the On-to-Detroit Committee of the Federation of Women's Advertising Clubs.

### C. C. Pinckney with Continental Terminals

C. Cotesworth Pinckney, formerly sales and advertising manager of the Boyce Veeder Corporation, Farmingdale, N. Y., has been appointed sales and advertising manager of the Continental Terminals, Inc., New York. This company owns and operates cold storage plants at Cleveland, Albany, N. Y., and Detroit.

### P. C. Brooks, Vice-President, Fairbanks, Morse

Percy C. Brooks, for twenty-nine years with the organization of Fairbanks, Morse & Company, has been elected a vice-president of that firm. In addition to his new duties, he will continue as president of E. & T. Fairbanks & Company, of St. Johnsbury, Vt., and as vice-president of the Canadian Fairbanks-Morse Company Ltd.

### Candy Account for Wm. A. Ingoldsby Company

The Liberty Candy & Supply Company, Los Angeles, has appointed the Wm. A. Ingoldsby Company, advertising agency, also of Los Angeles, to direct its advertising account. Magazines will be used.

### L. B. Goodall Heads Sanford Mills Corporation

Louis B. Goodall, former Congressman, has been elected president of the Sanford Mills Corporation, Sanford, Me. He succeeds his brother, the late George B. Goodall. William O. Emery has been elected a director.

### Leaves Wm. J. Morton Company

William G. Matthews, for the last four years Western manager for the William J. Morton Company, publishers' representative, has resigned.

### Appoints Seattle Agency

The Western Agency, Inc., Seattle, Wash., advertising, has been appointed to direct a group advertising campaign in territorial newspapers for the Metropolitan Tailors, Inc., of Seattle and Portland, Ore.

### H. E. Perkins Appointed by Indianapolis "Star"

H. E. Perkins has been appointed advertising manager of the Indianapolis Star.

### Appoints Doty & Stypes, Inc.

The Grain Growers' Guide, Winnipeg, Man., has appointed Doty & Stypes, Inc., publishers' representative, as advertising representative for the Pacific Coast.

### New Accounts for Los Angeles Agency

The American Brooder Corporation, Los Angeles, has placed its advertising account with Logan & Stebbins, advertising agency, of that city. Poultry and farm journals will be used. This agency has also been appointed to direct the advertising account of the Radio & Phonograph Salesmanship Institute, Los Angeles, for which magazines will be used.

### New Accounts to Al Paul Lefton Company

The Al Paul Lefton Company, advertising counselors, Philadelphia, has been appointed advertising counsel for H. D. Justi & Son, manufacturer of dental equipment. Business papers and direct mail will be used.

The Central Radiation Company, Lansdale, Pa., maker of Lansdale and Molby boilers, has also placed its account with the Lefton company. Newspapers will be used for this account.

### V. C. Fischer with Henoch Company

V. C. Fischer, for four years art director of A. McKim Ltd., Toronto advertising agency, and prior to that assistant art director with the Campbell-Ewald Company, Detroit, has joined the Irwin H. Henoch Company, advertising illustrators of Chicago, as salesman and contact man.

### "New York Printing News" Starts Publication

The *New York Printing News* has started publication at New York. It will be published weekly and will be of tabloid size. Its editorial contents will be devoted to the interests of graphic arts in the Greater Metropolitan district.

### E. C. Barrows Advanced by Rolfe C. Spinning, Inc.

Elon C. Barrows has been made secretary of Rolfe C. Spinning, Inc., Detroit advertising agency. For the last two years he has been production manager and contact man of this agency.

### New Account for Cleveland Agency

The Cleveland Life Underwriters Association has appointed The John S. King Company, Inc., Cleveland advertising agency, as advertising counsel. Newspapers will be used.

### Inland Newspaper Representatives Add to List

The Inland Newspaper Representatives, Inc., has been appointed to represent the *Courier* and the *Journal* of Jacksonville, Ill., in the national advertising field.

## Declared in 1857 Reaffirmed in 1928

"In politics The Atlantic will be the organ of no party or clique...will honestly...be the exponent of...the American idea...to keep in view that moral element which alone makes the basis of true and lasting  
**NATIONAL PROSPERITY**"

*From the first issue of  
The Atlantic Monthly,  
November, 1857*

As true today as when first declared by its distinguished founders, the prestige accruing to The Atlantic through 71 years of consistent adherence to this credo has placed the publication in a position of commanding leadership in moulding the opinion of America's substantial citizenship.

## The Atlantic Monthly

A QUALITY GROUP MAGAZINE

Eight Arlington St. Boston, Mass.

*Circulation 120,000 Net Paid (A. B. C.)*

## JANUARY MAGAZINES

**VOLUME OF ADVERTISING IN  
MONTHLY MAGAZINES**  
(Exclusive of publishers' own  
advertising)

Standard Size	Pages	Lines
Harper's Magazine.....	88	19,796
World's Work.....	72	16,211
Review of Reviews.....	70	15,855
Atlantic Monthly.....	69	15,671
Scribner's.....	62	14,026
Golden Book.....	41	9,282
American Mercury.....	29	6,805
The Forum.....	27	6,048
Munsey's.....	15	3,510
Street & Smith Comb.....	15	3,416
Current History.....	15	3,360
Wide World.....	14	3,136
Bookman.....	12	2,842
Everybody's.....	9	2,202
Blue Book.....	8	1,912
Century.....	4	1,008

Flat Size	Pages	Lines
American.....	50	21,452
Physical Culture.....	43	18,520
Cosmopolitan.....	43	18,449
Red Book.....	38	16,438
True Story.....	37	16,192
Better Homes & Gardens..	31	14,033
Psychology.....	31	13,675
Photoplay.....	31	13,388
Motion Picture Magazine..	30	13,167
True Detective Mysteries..	28	12,439
True Romances.....	28	12,099
Dream World.....	27	11,927
Secrets.....	25	11,137
Elks Magazine.....	24	10,964
Screenland.....	24	10,582
Smart Set.....	24	10,434
American Boy.....	14	9,947
Shrine Magazine.....	23	9,908
Fawcett's Magazine.....	22	9,438
Boys' Life.....	13	9,180
Open Road for Boys.....	19	8,152
Asia.....	18	7,776
Sunset.....	17	7,346
American Legion Monthly..	16	6,912
New Age Illustrated.....	14	6,151
Picture Play.....	12	5,538
Film Fun.....	12	5,291
Youth's Companion.....	7	5,187
American Girl.....	10	4,595
St. Nicholas.....	5	2,469

**WOMEN'S MAGAZINES**

Vogue (2 issues).....	145	91,819
Harper's Bazar.....	92	61,915
Ladies' Home Journal....	86	58,959
Good Housekeeping.....	74	31,850
Pictorial Review.....	43	29,765
Woman's Home Companion	40	27,766

# Circulation Increases

necessitate an increase in

# Advertising Rates

Issued December 22, 1927

Effective February 1st, 1928

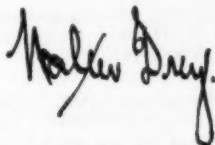
The rates will be  
\$1.10 per line

Page ..... \$500.00

Two-thirds page..... 334.00  
(2 columns)One-third page..... 167.00  
(1 column)One-sixth page..... 83.50  
(half column)

In every way FORBES is  
growing in editorial prestige, in  
executive circulation, in adver-  
tising volume.

# FORBES MAGAZINE



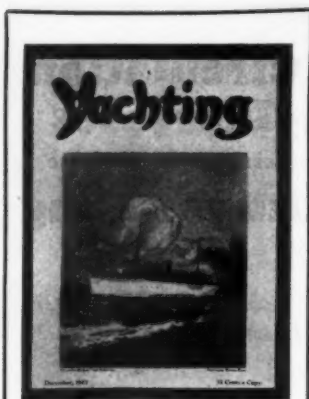
Vice-Pres., Advtg. Director

120 Fifth Avenue New York

**REPRESENTATIVES:**

New York—120 Fifth Avenue, FRANK BURNS,  
E. V. DANNENBERG; Chicago—Tribune Tower,  
H. C. DAYON; Detroit—General Motors Bldg.,  
D. C. MURRAY; BLANCHARD-NICHOLS-COLD-  
MAN, Atlanta, San Francisco, Los Angeles,  
Seattle.

Members A. B. C.



**YACHTING** affords a rich market to the advertisers of anything in which men are interested.

**YACHTING** is the hobby paper of the highest type of yachtsmen it is possible to reach—men who spend millions of dollars each year for the construction and upkeep of boats ranging from great ocean-going Diesel yachts to small sail and motor craft.

**YACHTING** is read by these men during their leisure moments while they are in the most receptive of moods.

There is no advertising waste in **YACHTING**. Its readers are all buyers!

**RATE CARD and SAMPLE COPY  
UPON REQUEST**

(Member of A. B. C.)

# Yachting

"The Quality Magazine  
of the Boating Field."

25 West 43rd St., New York City

	Pages	Lines
McCall's .....	37	25,416
Delineator .....	37	25,408
Holland's .....	20	15,124
Farmer's Wife .....	20	13,628
People's Popular Monthly ..	17	11,937
Fashionable Dress .....	17	11,636
Woman's World .....	14	9,857
Modern Priscilla .....	14	9,736
Household Magazine .....	11	8,755
Children, The Magazine for Parents .....	18	7,936
Child Life .....	14	6,265
People's Home Journal .....	7	5,291
Today's-Woman & Home ..	7	5,246
Needlecraft .....	7	4,930
Junior Home Magazine ..	6	4,308
Messenger of Sacred Heart	11	2,670

## GENERAL AND CLASS

	Pages	Lines
House & Garden .....	103	65,185
Town & Country (2 issues) ..	94	63,620
Country Life .....	76	51,704
Arts & Decoration .....	62	42,210
Vanity Fair .....	59	37,568
Magazine of Wall Street (3 December issues) .....	87	37,395
Popular Mechanics .....	162	36,512
House Beautiful .....	51	32,735
Nation's Business .....	69	29,828
Magazine of Business .....	57	24,845
Popular Science Monthly ..	55	23,990
World Traveler .....	36	22,752
Radio News .....	46	20,686
The Sportsman .....	32	20,245
Normal Instructor .....	29	19,966
International Studio .....	29	19,833
Garden & Home Builder ..	30	19,028
Theatre .....	22	14,148
Science & Invention .....	31	13,799
Radio .....	33	13,258
Radio Broadcast .....	26	11,829
Popular Radio .....	26	11,225
Extension Magazine .....	16	11,022
Radio Digest .....	14	10,897
Field & Stream .....	24	10,674
Field Illustrated .....	13	9,388
Association Men .....	21	9,205
Scientific American .....	19	8,379
National Sportsman .....	19	8,215
Outdoor Life & Recreation	18	8,103
Business .....	18	7,740
Nature Magazine .....	13	5,048
The Rotarian .....	10	4,388
Forest & Stream .....	9	3,954

## CANADIAN MAGAZINES

	Pages	Lines
Maclean's (2 Dec. issues) ..	73	51,317
Can. Homes & Garden (Dec.)	73	46,594
Can. Home Journal (Dec.) ..	43	30,383
Western Home Mo. (Dec.) ..	41	29,682
Rod & Gun in Canada .....	15	6,517



# Eliminating Publicity "Hit-or-Miss"

**E**ASTERN offers a new, free service to Publishers — a Publicity Department ready to supply vital facts on the distribution and sales-promotion of magazines obtainable nowhere else.

The Publicity Department is equipped, on the basis of data compiled from work directly in the field and questionnaires sent to all the Eastern Wholesalers, to treble the effectiveness of your promotion work by eliminating waste, by exploiting the full resources of every scheme available in the district, by concentrating where concentration will do the most good.

An exhaustive study has been made of the possibilities of using overprints and returned copies for sampling. Exact figures can be supplied on the use of posters and featured displays for windows. The E. D. C. Publicity Data cuts out guesswork and the hit-or-miss proposition.

Get in touch with the E. D. C. Publicity Department — created for your benefit. Telephone, or drop us a line, and a representative will call and outline the data for you.

## Eastern Distributing Corporation

45 West 45th Street  
New York City



Telephone:  
Bryant 1444



## DECEMBER WEEKLIES

	Pages	Lines
December 1-7		
Saturday Evening Post..	117	79,864
New Yorker .....	79	34,037
Liberty .....	37	24,410
Literary Digest.....	42	19,266
Forbes (Semi-Mo.) .....	28	17,026
Life .....	32	13,805
Collier's .....	20	13,690
American Weekly.....	5	11,410
Time .....	24	10,331
The Nation .....	22	9,450
Christian Herald .....	9	6,413
Outlook .....	10	4,576
Judge .....	9	3,852
Churchman .....	8	3,368
Argosy-All-Story .....	13	3,020
New Republic .....	3	1,522

	Pages	Lines
December 8-14		
Saturday Evening Post..	117	79,810
New Yorker.....	84	36,298
Liberty .....	45	29,011
Collier's .....	20	14,086
Literary Digest.....	29	13,663
Time .....	22	9,542
American Weekly .....	3	7,633
New Republic .....	15	6,525
Life .....	11	5,074
Christian Herald .....	5	3,897
The Nation .....	8	3,622
Outlook .....	8	3,530
Judge .....	8	3,259
Churchman .....	5	2,426
Argosy-All-Story .....	5	1,284

	Pages	Lines
December 15-21		
Saturday Evening Post..	75	51,592
New Yorker .....	74	31,989
Liberty .....	32	20,766
Forbes (Semi-Mo.) .....	34	15,635
Literary Digest.....	31	14,319
Collier's .....	14	9,837
American Weekly.....	3	5,794
Life .....	11	5,136
Time .....	11	4,648
Churchman .....	9	4,066
The Nation .....	7	3,255
Christian Herald .....	3	2,473
Judge .....	4	1,940
Outlook .....	3	1,572
New Republic.....	3	1,305
Argosy-All-Story .....	1	427

	Pages	Lines
December 22-28		
Saturday Evening Post..	49	33,921
New Yorker .....	29	12,618
Liberty .....	11	7,446
Collier's .....	10	7,212
Time .....	9	3,399
Literary Digest.....	6	3,004
Christian Herald .....	3	2,289
American Weekly .....	1	2,182
Churchman .....	4	1,915
Life .....	4	1,790
The Nation .....	3	1,575

	Pages	Lines
New Republic.....	3	1,522
Outlook .....	3	1,354
Judge .....	2	933
Argosy-All-Story .....	2	594
December 29-31		
Saturday Evening Post..	37	25,559
New Yorker .....	24	10,427
Collier's .....	12	8,356
Liberty .....	12	8,135
Literary Digest.....	16	7,361
Life .....	9	3,923
Churchman .....	3	1,497
Christian Herald .....	1	1,182
Argosy-All-Story .....	2	658
Judge .....	1	478

Totals for December	Pages	Lines
Saturday Evening Post..	398	270,746
New Yorker.....	292	125,369
Liberty .....	139	89,768
Literary Digest.....	126	57,613
Collier's .....	78	53,181
Forbes (Semi-Mo.) .....	71	32,661
Life .....	69	29,728
Time .....	66	27,920
American Weekly .....	14	27,019
The Nation .....	42	17,902
Christian Herald .....	23	16,254
Churchman .....	31	13,272
Outlook .....	25	11,036
New Republic.....	24	10,874
Judge .....	24	10,462
Argosy-All-Story .....	26	5,983

RECAPITULATION OF ADVERTISE-  
ING IN MONTHLY CLASSI-  
FICATIONS

1. Vogue (2 issues).....	145	91,819
2. House & Garden.....	103	65,185
3. Town & Country (2 is.)..	94	63,620
4. Harper's Bazar.....	92	61,915
5. Ladies' Home Journal..	86	58,959
6. Country Life.....	76	51,704
7. Maclean's (2 Dec. issues)	73	51,317
8. Can. Ho. & Gar. (Dec.)	73	46,594
9. Arts & Decoration.....	62	42,210
10. Vanity Fair.....	59	37,568
11. Magazine of Wall St. (3 Dec. issues) .....	87	37,395
12. Popular Mechanics .....	162	36,512
13. House Beautiful .....	51	32,735
14. Good Housekeeping....	74	31,850
15. Can. Home Jour. (Dec.)	43	30,383
16. Nation's Business .....	69	29,828
17. Pictorial Review .....	43	29,765
18. West. Home Mo. (Dec.)	41	29,682
19. Woman's Home Comp..	40	27,766
20. McCall's .....	37	25,416
21. Delineator .....	37	25,408
22. Magazine of Business..	57	24,845
23. Popular Science Mo....	55	23,990
24. World Traveler .....	36	22,752
25. American .....	50	21,452

**NOTE:** Because of the widespread attention this typical investigation has aroused in building circles we are re-publishing the following advertisement just as it appeared last month. An opportunity to amplify these facts and tell you more of *Garden & Home Builder* and *Country Life* is earnestly solicited.

## What's an inquiry worth?

We used for our test 500 of the 3,000 sales leads sent to the Standard Sanitary Manufacturing Company through *Garden & Home Builder* and *Country Life* Service Departments.

76 of the 500 replied:

26 (34.2%)	Bought "Standard" equipment (9 of these will make additional purchases of "Standard" equipment)
35 (46%)	Future Buyers of "Standard" equipment. (This does not include the 9 mentioned above)
4 (5.2%)	Advisory (Architects and Contractors)
10 (13%)	Will not buy
1 (1%)	Literature not received
<hr/>	
76	Total

More than 325,000 similar sales leads have been sent to various manufacturers in twenty months, over and above inquiries in direct answer to their own display advertising.

For building material and equipment, furnishings and decorations, *Garden & Home Builder* and *Country Life* will develop real response with a high percentage of sales.

Over 77,000 Net Paid A. B. C.

\$729 a page on contract

DOUBLEDAY, DORAN & CO., Inc., Publishers

*Garden & Home Builder* and *Country Life* are members of  
The National Shelter Group.

# FOUR-YEAR RECORD OF JANUARY ADVERTISING GENERAL MAGAZINES

	1928 Lines	1927 Lines	1926 Lines	1925 Lines	Total Lines
Maclean's (2 Dec. issues).....	51,317	50,116	56,003	50,270	207,706
American .....	21,452	31,063	32,935	28,623	114,073
Physical Culture.....	18,520	25,776	26,997	28,336	99,629
Cosmopolitan.....	†18,449	†23,787	†23,000	20,201	85,437
Review of Reviews.....	15,855	21,758	21,105	21,330	80,048
True Story.....	16,192	17,576	18,018	22,532	74,318
Red Book.....	16,438	19,194	17,817	18,407	71,856
World's Work.....	16,211	24,454	16,768	14,347	71,780
Harper's Magazine.....	19,796	21,588	15,341	11,579	68,304
Atlantic Monthly.....	15,671	18,300	16,011	12,643	62,625
Photoplay.....	13,388	15,111	17,486	15,198	61,183
Motion Picture Magazine.....	13,167	12,573	14,539	15,116	55,395
Scribner's.....	14,026	13,900	12,311	11,207	51,444
Better Homes & Gardens.....	14,033	13,007	12,927	9,230	49,197
American Boy.....	9,947	13,090	13,770	12,000	48,807
Sunset.....	7,346	11,523	15,827	11,910	40,606
Boys' Life.....	9,180	12,970	11,635	10,425	44,210
†New Age Illustrated.....	6,151	8,230	8,600	11,297	34,278
Munsey's.....	3,510	3,954	3,188	2,996	13,648
St. Nicholas.....	*2,469	*3,646	2,912	3,752	12,779
Everybody's.....	2,202	2,561	3,337	4,006	12,106
Century.....	1,008	1,960	2,576	4,592	10,136

\*New size.

†Hearst's International combined with Cosmopolitan.

‡Formerly Success Magazine.

## WOMEN'S MAGAZINES

Vogue (2 issues).....	91,819	94,925	90,382	67,196	344,322
Ladies' Home Journal.....	58,959	70,212	56,630	55,080	240,881
Harper's Bazar.....	61,915	61,863	57,750	41,167	222,695
Good Housekeeping.....	31,850	39,246	33,077	29,056	133,229
Woman's Home Companion.....	27,766	31,590	27,782	25,069	112,207
Pictorial Review.....	29,765	29,702	24,338	19,256	103,061
McCall's.....	25,416	22,946	14,717	18,769	81,848
Delineator.....	†25,408	†22,539	13,193	11,625	72,765
People's Popular Monthly.....	*11,937	*11,677	*11,800	12,509	47,923
Modern Priscilla.....	9,736	12,070	10,200	11,730	43,736
Woman's World.....	9,857	9,846	7,125	9,598	36,426
People's Home Journal.....	5,291	7,729	8,468	10,602	32,090
Needlecraft.....	4,930	4,732	5,440	8,245	23,347

\*New size.

†Designer combined with Delineator.

## CLASS MAGAZINES

House & Garden.....	65,185	80,161	78,956	60,779	285,081
Town & Country (2 issues)....	63,620	69,968	68,621	56,872	259,081
Country Life.....	51,704	59,682	73,597	44,344	229,327
Vanity Fair.....	37,568	42,425	45,219	33,048	158,260
Arts & Decoration.....	42,210	41,286	36,792	33,600	153,888
Popular Mechanics.....	36,512	36,372	36,652	38,640	148,176
House Beautiful.....	32,735	37,493	37,526	22,142	129,896
†Magazine of Business.....	24,845	32,001	40,495	25,389	122,730
Popular Science Monthly.....	23,990	27,814	28,109	31,459	111,372
Nation's Business.....	29,828	32,139	24,762	19,667	106,396
Garden & Home Builder.....	19,028	22,286	21,224	18,130	80,668
International Studio.....	19,833	19,430	18,463	16,171	73,897
Science & Invention.....	13,799	13,997	13,339	15,746	56,881
Field & Stream.....	10,674	14,249	14,729	15,587	55,239
Theatre.....	14,148	11,613	10,882	12,061	48,704
Scientific American.....	*8,379	10,838	12,484	12,058	43,759
Business.....	7,740	11,746	12,212	11,318	43,016
Outdoor Life & Recreation.....	8,103	8,489	9,126	7,581	33,299
National Sportsman.....	8,215	6,733	6,950	6,690	28,588
Forest & Stream.....	3,954	3,558	3,532	4,392	15,436

\*New size.

†Formerly System.

## WEEKLIES (5 December Issues)

Saturday Evening Post.....	270,746	†263,900	†289,488	†246,192	1,070,726
Liberty.....	89,768	†88,868	†62,012	†19,077	259,725
Literary Digest.....	57,613	†62,011	†64,279	†54,799	238,702
Collier's.....	53,181	†39,464	†33,377	†23,568	149,590
American Weekly.....	†27,019	†34,266	†37,514	†36,557	135,356
Forbes (2 issues).....	32,661	†36,091	†33,006	†15,637	117,395
Life.....	29,728	27,899	26,707	†17,089	101,423
Outlook.....	†11,036	15,578	19,963	24,502	71,079
Christian Herald.....	16,254	†18,510	†17,513	†15,330	67,607

‡Four issues.

	588,006	586,587	583,859	452,751	2,211,203
Grand Total .....	1,811,053	1,954,081	1,901,534	1,598,324	7,264,992

"Give me a lever long enough  
and I will move the world,"

*said Archimedes*

**J**UST in terms of circulation, The New Yorker is not  
so much—even in New York.

Ten national magazines alone circulate more than one  
and a half million copies in the Metropolitan District.

In comparison to them The New Yorker's circulation  
of 50,000 in New York doesn't *look* important.

But in strict fact, the circulation of The New Yorker  
is not the slightest criterion of the great influence it can  
exert for you in New York.

For The New Yorker is the one infallible key to the  
favor of those people in New York who really count.  
It is the one magazine surely, intimately speaking for  
the New Yorker's point of view.

It is the one magazine which can commend your prod-  
uct for complete identification with New York's in-  
terests.

The *leverage* of The New Yorker in New York is alone  
strong enough to move New York—if, of course, your  
product can strike close to New York's discriminating  
favor.

*The*  
**NEW YORKER**

25 West 45th Street

New York

# The Little Schoolmaster's Classroom

THE Schoolmaster was gratified recently at receiving a call from the man who tried to teach him Greek in college and who has since become president of that institution.

In the midst of reminiscences about the "good old days" the Schoolmaster made this observation:

"Doctor Blank, what has become of all the good preachers? When I was in school I knew of any number of big outstanding pulpit orators; today I know only two or three. Are the really able men shunning that profession now? There are plenty of second and third-raters, but few like Robert McIntyre, William A. Quayle, John T. McFarland and similar preachers whom in my youth I admired and revered."

The old professor's answer has such a significant application to business today that it is being quoted here for the benefit of the Class.

He said:

"You seem to forget that you have grown somewhat in the last twenty-five years. Your standards of measurement are different now. You are more analytical and I don't suppose there is a preacher living whom you would regard as you did those wonderful men you mention. There are plenty of good preachers today—better ones, I dare say, than those of yesterday. You must not make the mistake, now you are able to think more maturely, of expecting everything to impress you as it did then."

True, indeed!

Many an advertiser becomes cynical, distrustful and sour because he persists in the kind of reasoning which the professor ascribed to the Schoolmaster in regard to preachers. He forgets that he has grown and that the whole world of business has grown with him. New conditions have arisen involving marketing and all its works. Yet, forgetting or minimizing his own growth, he looks

at things from the perspective of long ago. Then he thinks, or at least says, that all advertising is deficient or wrong; whereas advertising today is working more forcefully than in all the previous history of selling.

The enthusiasm of youth, with its trustfulness and wholesomeness, is a beautiful thing to behold—whether it be that of a youthful man or a youthful business. But when maturity comes, the problems of life and business have to be regarded from a mature standpoint, into which experience enters. If any other kind of thinking is done at this stage, disappointments are bound to come and cynicism is created.

The cynic is not a good friend to himself or anybody else. On the other hand, the Schoolmaster is disposed to admire and respect the intelligent skeptic. A skeptic of this type is one who does his own thinking and respects the thinking of everybody else. He does not feel obligated to believe everything he hears; neither does he decide, offhand, that it is not true.

The intelligent skeptic in business is the one who disregards precedent. He does things that "cannot be done." He is a builder; the cynic is destructive.

\* \* \*

"Lord, gie us a gude conceit o' oursel's," is a prayer alleged to have been made by a famous Scottish clergyman of long ago. It often occurs to the Schoolmaster (and doubtless to many members of the Class) that it is a pretty good prayer for salesmen and even for advertising men, although there are instances in which it appears to have been answered in somewhat liberal measure.

But conceit after all is only a form, or perhaps better a manifestation, of enthusiasm. It may not be advisable to be too obviously enthusiastic about yourself, but nobody can possibly object to any amount of enthusiasm about your

## O U T L O O K S



A COLUMN OF FRUIT JAR rubbers higher than the Woolworth Building. That's 795 feet. Yet it represents only an hour's production of Good Luck Jar Rings, the largest selling brand in the world. Besides Good Luck Rings, the Boston Woven Hose & Rubber Company, the outlook from whose factory windows in Cambridge is shown here, are makers of Good Luck Garden Hose, Belting, Friction Tape and other products. We have handled their advertising for more than fourteen years.

## CHURCHILL-HALL

INCORPORATED

H. B. LE QUATTE, *President*50 UNION SQUARE  
NEW YORK

MEMBER OF AMERICAN ASSOCIATION OF ADVERTISING AGENCIES



*Cartoons is the  
coming thing in  
Advertising!*



*art helfant  
110 West 40th St.  
New York, N.Y.  
Penn. 5675*

*Creates  
Cheerful Cartoons  
for Advertising  
that "Click"!*

# Golfdom

THE BUSINESS JOURNAL OF GOLF  
Reaches the buying powers of cash and  
every club where golf is played in America.  
236 N. CLARK ST., CHICAGO



## Howell Cuts

for house organs  
direct mail and  
ask for proofs other advertising

Charles E. Howell • Fish Building • New York

## Mailing Lists

Will help you increase sales

Send for FREE catalog giving  
counts and prices on classified  
names of your best prospective  
customers — National, State  
and Local — Individuals, Pro-  
fessionals, Business Concerns.

99% GUARANTEED 5¢ each  
by refund of

ROSS-Gould Co. 244 N. 3rd St. St. Louis

business, your company or your job—particularly when its expression is sincere to the point of naiveté.

These be weighty reflections; it is time to reveal their starting-point—an advertisement one inch in height and one column in width in a technical journal which proclaims, and doubtless with the fervor of sincere conviction:

"The NEW FORD CAR is no more epochal than the ATLANTIC Universal Tool Post Grinder."

\* \* \*

Most people are willing to ascribe great success to almost anything except hard work. They never want to believe that the fellow worked for what he received. Take the matter of the success of Canada Dry Ginger Ale. There are any number of inside stories on how that company got to its present high position in the ginger ale field. Many of those tales center around Prohibition and are to the effect that mixing drinks in the home pushed Canada Dry into leadership.

The truth is that while Canada Dry had an unusual product, it never got anywhere in particular until the present officials put advertising and hard work behind it. The product, mind you, had been on the market many years before the men who made it a success in the United States took hold of it. These officials came into the business chiefly from the rubber tire industry. They didn't know the grocery or the soda fountain business. They did, however, know one fact about retailers which they had learned in the rubber tire business. That fact was: *If you work for the dealer and show him how to make a profit for himself he will make a profit for you.*

Many businesses understand this philosophy but do not put it into effect with sufficient force. Too many stop short with advertising to the consumer and advertising to the dealer. Advertising to the consumer is doing part of the retailer's selling job—but only part. Advertising to the dealer that tells



# 7 Reasons Why--

this new book will help you to train the retail clerk to sell your product

1. It shows you how to get your traveling salesmen to give effective talks to Retail Clerks;
2. It tells how to get merchants and buyers interested in your educational work;
3. It covers Training the Retail Clerk to know the talking points of your product;
4. It gives methods of insuring intelligent demonstrations of your product by Retail Salesmen;
5. It explains how to get Retail Clerks to tie up their efforts with your National Advertising;
6. It gives step-by-step directions for preparing educational material for Retail Clerks;
7. It tells you how and where to get mailing lists of Retail Clerks.

JUST OUT!

## Training The Retail Clerk To Sell Your Product

By Ruth Leigh

*Educator and Counsellor on Retail Selling and Retail Merchandising Problems for Manufacturers*

344 pages, 5½ x 8, illustrated, \$3 net, postpaid.

This new book shows why manufacturers are training retail salespeople. It tells what retail clerks should know about your product. It gives the principles of retail selling and shows how to get these principles into practice on the part of merchants' salespeople. It shows how to conduct a correspondence course for retail clerks in the demonstration and sale of your product. It gives you the bed-rock facts of effective writing to the retail clerk.

### Some of the topics covered in this new book

- the advantages and disadvantages of the sales manual;
- the good and bad points of the educational bulletin plan;
- reaching the clerks through a dealer magazine;
- writing a merchandise tag that trains the retail clerk and makes sales as well;
- how to tie up to the retail clerk's self interest.
- etc., etc., etc.

### Examine the Book for 10 Days FREE

Send for this new book for 10 days' free examination. This does not place you under any obligation to purchase. You merely agree to return the book, postage prepaid, in 10 days, or to send us \$3 as payment in full at that time. Mail the coupon NOW!

### McGRAW-HILL Free Examination Coupon

McGRAW-HILL BOOK CO., INC., 370 Seventh Ave., New York, N. Y.

You may send me for 10 days' free examination Leigh's **TRAINING THE RETAIL CLERK TO SELL YOUR PRODUCT**, \$3 net, postpaid. I agree to remit for the book or to return it, postage prepaid, within 10 days of receipt.

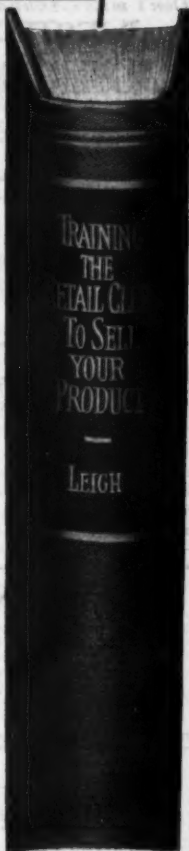
Name .....

Address .....

Position .....

Company .....

P. I. 1-12-28



*Don't miss Annual Number*

## WESTERN ADVERTISING

564 MARKET ST., SAN FRANCISCO

Contains directories 2000 western advertisers, list of agencies, artists, house organs, and other data. 250 pp. Sent as part 6 mos. trial subs. \$1; year, \$2

### A Syndicated Service Idea

Made \$5000.00 for us in a year's time as a side-line to advertising business. We sincerely believe this plan could readily be used by any advertising man, agency or printing concern in any city of the country. Clean, legitimate and easy to start. Send \$3.00 for specimen, with all the facts and figures.

R. D. TRAUTMAN, PRES.  
P. O. Box 648, Reading, Pa.

### Manufacturers' Representative NEW YORK DISTRICT

Practical sales manager, Christian, 20 years' experience food and drug lines, offers refined personalized service, commission basis. With or without missionary work. Bank, business and social references. Address "Q," Box 64, Printers' Ink.

### Ready Now!

Syndicate advertising salesmanager seeking a bigger opportunity. Good appearance, poised, gains confidence easily, thinks fast, knows salesmanship and salesmanagement thoroughly. Unusually successful in closing big deals. "Y," Box 201, Printers' Ink.

### Net Paid Circulation Now 22,224

Advertising Rates: Page, \$135; half page, \$67.50; quarter page, \$33.75; one inch, minimum, \$10.50. Classified, 75 cents a line, minimum order \$3.75.

**PRINTERS' INK**  
(Weekly)

185 Madison Avenue  
New York City

him how to sell your goods is also doing only part of the job.

Canada Dry went beyond this stage by use of dealer advertising and by the use of its salesmen as idea messengers who told dealers how to sell other products that brought no immediate profit to Canada Dry.

\* \* \*

The Schoolmaster is moved to state these facts because a retail grocery organization has just called his attention to a letter which was sent out lately by P. D. Saylor, president of Canada Dry, to retail grocers. This letter is a specific example of the kind of work this company did to build itself into its present strong position.

The letter follows:

There's a live-wire merchant around the corner from where I live who not only knows his groceries—but he knows how to sell 'em.

One of his pet stunts is to give his customers something to look at when making a sale. He always hands her a booklet, or a circular, or a package—something she can look at, and handle, while he's filling her order.

Another—used with a new or good profit specialty item—pulls the article out of its container, holds it up and reads the label aloud to his customer. Being human, and curious, the customer invariably watches the jar come out of the carton as intently as a small boy watches rabbits come out of a magician's hat.

"People," he says, "are quick to respond to displays. They like to look. Like to handle. I just give 'em something to handle—let 'em watch something move. It sure sells goods!"

There's nothing new in his idea. Lots of shrewd merchants are using it regularly. The big thing is: it sells goods—and any idea that sells goods for you dealers is worth passing along. It means more commission checks for you.

Mr. Saylor and Mr. Boggs, vice-president of Canada Dry, have both told the Schoolmaster on various occasions that many of the good selling ideas they have passed on to retailers have come from reading PRINTERS' INK. The Schoolmaster repeats that statement for the benefit of advertisers who have not read PRINTERS' INK with their

**GIBBONS knows CANADA**

J. I. GIBBONS Limited, Advertising Agents

TORONTO

HAMILTON

MONTREAL

LONDON, ENG.

WINNIPEG

## Somewhere there is a Publisher who wants to meet me—and I want to meet him

One of the best known newspaper men in the country wants to get in touch with a publisher who seeks an executive qualified to serve as his assistant or to take complete charge of his advertising department.

For five years the writer of this advertisement was connected with one of America's greatest newspapers. He has an invaluable background of editorial, circulation and advertising experience. He has addressed practically every leading advertising club in the country. He can furnish references that are a tribute to his ability and personality. He is married, in his early thirties and physically fit.

He seeks a connection where accomplishments will bring their rewards; where there is a real job to be done and where he can have unlimited opportunities in an organization that is human and appreciative.

Address "E," Box 206, Printers' Ink.

## ***I have done good work***

in editing large-scale house organs; in planning, laying out and writing direct mail campaigns. My job has limits which I reached some time ago. A young and enterprising woman, I want to go further.

## ***have you an opening?***

Address "D.," Box 205  
care of Printers' Ink.

### **Advertising Manager Now Available!**

15 years in retail, mail order and general advertising. Organizer and director of proved ability; able diplomat; likeable personality. First-hand knowledge of advertising mechanics and direct mail; front door experience with national markets; thorough understanding of modern trends in advertising and merchandising.

A writer, a talker—and a bloodhound for profitable sales. A young man who makes good because he knows how; makes friends because he makes good; and wears well because he makes friends. Now on Broadway, but will meet Opportunity anywhere. Address "H," Box 208, P. I.

### **AVAILABLE**

Production man and art director who really knows his business. 26 years old. Agency experience. At present employed by typographer. Experienced on layouts, engraving, art, etc. Can assist in planning campaigns. Prefers position with progressive reliable agency, offering opportunity. Address "L," Box 60, P. I.

own wholesalers and retailers in mind.

\* \* \*

With so many people becoming technically minded, the abbreviations and terminology used by the engineer are finding their way into everyday language. Every automobile owner who is at all interested in the "innards" of his car is completely at ease when he comes across such abbreviations as R.P.M., M.P.H., H.P., etc. To these, The Hoover Company, maker of the Hoover vacuum cleaner, now adds the initials D.P.M.—the meaning of which would stump even our master code decipherers. "More D.P.M.—The accurate measure of electric cleaner efficiency is *dirt per minute*," the company advertises. And there you have both an explanation of the mysterious initials and an example of the ingenuity that advertisers exercise these days in talking to the public in terms that are uppermost in the minds of their audiences.

### **W. J. McChesney, Jr., Heads Own Export Business**

W. J. McChesney, Jr., for the last five years advertising and export manager of the A. P. W. Paper Company, Albany, N. Y., has formed a company of his own, under the name W. J. McChesney, Jr., Inc., New York. He will act as a manufacturers' export agent, handling the A. P. W. Paper Company's export business as well as that of other firms.

## **Art Director • Artist**

Artist of recognized standing. A still-life painter of merit. Modern in style. Fine sense of layout and design. Wide experience in contact and in creating and directing advertising art. An agency interested in obtaining a versatile young art director with these proven accomplishments, address M. Box 61 Printers' Ink.

## *An Outstanding Executive—*

is now available, because of ownership changes in the internationally known firm he has served for 19 years.

After a few years of practical factory experience he became salesman, then southern sales manager, western manager, assistant secretary and treasurer, assistant to the president, and then executive vice-president, in which position he supervised sales and factory production.

He is personally familiar with marketing conditions throughout the country. His knowledge of the Pacific Coast is unusually complete.

It goes without saying that he knows modern merchandising and advertising.

He is 37 years old, and just entering upon the best years of his career. He is leaving a big job and will go into another big one.

If you have need of a real executive, then write to, "O," Box 63, care of Printers' Ink.

## Classified Advertisements

Rate, 75c a line for each insertion. Minimum order, \$3.75  
First Forms Close Friday Noon; Final Closing Saturday

### BUSINESS OPPORTUNITIES

**MANUFACTURER'S REPRESENTATIVE**  
Will handle good line on commission and finance office. Twelve years' selling experience, including four as District Manager, and ten years as accountant and executive. Financially responsible. M., Room 503, 114 Liberty St., New York.

### FOR SALE LONG ESTABLISHED PUBLISHING BUSINESS

Complete Mechanical Equipment  
Publications and Building

Two national trade papers and directory. Modern building, built five years. Practically all new mechanical equipment. Building and production facilities and equipment can absorb far greater output than present production.

Five-hour train ride and eight-hour mail service from New York City. Rated as unquestioned opportunity for publishers operating one or several publications.

Battery of standard size presses can be loaded for printers' profits. Any good organization can sell space in these papers. A policy and procedure that will guarantee big and immediate returns on the savings alone.

Merger considered if interested parties prove unquestioned ability and right personal standing. Real producers controlling automotive accounts, one or several men can swing this proposition.

Sold or merged at right figure and sold on consistent time basis. Present operator wishes to retire from active management.

Address Box 638, Printers' Ink

### HELP WANTED

**Young man** with circulation experience—preferably one who has worked for a distributing organization. Fine opening for the proper person. Salary \$30 to start. Box 633, Printers' Ink.

**OPPORTUNITY** for young man with agency production experience who can make visuals and write copy and who wishes to build into a worthwhile future position with small but fully recognized agency. Moderate salary to start. Write fully to Box 642, Printers' Ink.

### RETOUCH ARTIST With some Knowledge of Layout

To work with rotogravure advertising department of metropolitan newspaper in large Mid-Western city. Must have ability in suggesting and making layouts. Write, giving experience and full details as well as salary expected. Box 628, P. I.

**ARTIST**—Advertising Designer and Letterer. Good pay, exceptional opportunity with a progressive engraving house.

**HOWARD-WESSON COMPANY**  
Worcester, Massachusetts

**Salesman** for Metropolitan territory to represent large New York manufacturer of Paint Process Advertising Displays. Connection offers unlimited opportunity and earning capacity to proper type man. Box 632, Printers' Ink.

**Publishing concern** wants good, energetic salesman in Central West territory, selling publicity systems to retailers. Unique plan backed by conscientious service. Hundreds of pleased clients. \$150 to \$300 per week possible. Box 645, P. I.

**VISUALIZER**—Creative artist on direct mail and advertisements. Must be speedy and versatile—able to meet clients and able to do finished work if necessary. Position in Detroit, Michigan. State salary and experience in first letter, samples later. The Pictorial Studios, 356 E. Congress Street, Detroit, Michigan.

**Lithograph Artist** with commercial experience, for Crayon and Ben Day work on zinc plates.

**Water Color Sketch Artist** for figure work and lettering. Experience in poster work and original designing.

Pleasant working conditions. No labor troubles. Write The John Igelstroem Company, Massillon, Ohio.

**ARTIST**—Atlanta agency wants young, coming artist, about twenty-eight; who can handle figure work in pen and ink or dry brush, lettering and layout. Must have good working knowledge of engraving and typography. We want a congenial chap who really desires to come South and develop. President of this agency will come to New York to interview those qualified. Give details, information about yourself and experience and telephone number. Box 652, P. I.

### POSITIONS WANTED

**Correspondent, Copy Writer**—who finds reasons why people buy or don't buy—writes the friendly way they like, in words they understand—and sells them. Box 634, Printers' Ink.

**Practical engraver** wishes to locate with progressive printing concern, who are contemplating fitting up plant for Offset, Engraving and Art Work. Also experienced sales executive. Box 635, P. I.

### WOMAN COPY WRITER

Free lance. Ads, pamphlets, house magazine and newspaper work, etc. Box 640, Printers' Ink.

### ADVERTISING ASSISTANT

Can write and plan in a way to make some of the best look like novitiates. **AT YOUR SALARY.** Daniel Kane, Box 636, Printers' Ink.

**WRITER**, with eight years' editing, publicity and publishing experience, desires connection on publication. Can write convincing articles and edit periodical. Age 32. Box 641, Printers' Ink.

**Young woman** with 8 years' agency and publisher's representative experience in production, order, checking. Of desired personality, appearance, education. Box 647, Printers' Ink, Chicago Office.

#### ASSISTANT A. M.

**Young man**, 26, university trained, New Yorker, retail and manufacturers' advertising experience. Arrange for interview. Box 650, Printers' Ink.

#### ONLY A BEGINNER!

But ambitious, young lady; intelligent and resourceful; anxious to become a more expert copy writer; 3 months' experience. Let me submit copy for your ads and booklets. Box 644, P. I.

#### ARTIST

now employed, seeks new connection with well-established advertising agency or litho. house. Wide experience in advertising art. Layouts, roughs or finished work. New York only. Box 648, P. I.

#### SALES CORRESPONDENT

Experienced sales promotion and advertising, to relieve busy executive. Have traveled and sold jobbing trade and retailers' general merchandise. Would consider part time. Box 630, Printers' Ink.

### — Advertising Solicitor —

Past 7 years with one magazine; previously with New York Times, New York Tribune. Publications seeking live-wire write Box 649, Printers' Ink.

#### AM I YOUR MAN?

**Young**—but willing. Two years college, followed by 1½ years in advertising department of prominent manufacturer. Now with recognized agency. Working in my profession—copy writing my preference and my outstanding capability. Am I your man? Box 651, P. I.

### A Square Peg For a Square Hole

**Young sales and advertising executive** with eleven years' experience is seeking position where his background of experience coupled with his natural ability and adaptability can be profitably utilized by some progressive manufacturer or agency. Age 28, Christian, single. Salary secondary to opportunity. Location: New York City and vicinity. Perhaps I may be the square peg you have been looking for. Box 629, Printers' Ink.

### SALES MANAGER

wants connection with agency needing a **MERCHANDISING SERVICE DEPARTMENT**. This man can organize a department capable of rendering a real "CASH-COME-IN SERVICE" to your clients. With this department your contact men can sell distribution at a per dealer rate in connection with your suggested advertising policy.

Prefer New York City, though such a merchandising department would be of real value to out-of-town agency. Advertiser is a Christian American of 36. Box 637, Printers' Ink.

**ARTIST-DIRECTOR**—now with well-known New York printing-litho. firm—desires immediate connection, agency or printing concern; expert, practical letterer—designing—figure drawing, creative color sketch and black and white; 30 years of age and married. Box 631, P. I.

**ADVERTISING EXECUTIVE (Woman)** available for manufacturer or agency. Have planned, written and executed three successful national campaigns—Food Products, Lingerie, Dresses. Specialist direct by mail and publicity. Thirty years of age. Box 643, Printers' Ink.

**YOUNG MAN**—25—student of advertising at New York University, desires position in advertising agency or advertising department. Aim: to gain practical experience; to secure a foothold for later advancement. The job doesn't matter, hours do not matter—hard work is the only thing I ask for. Salary of \$25 per week will do, if there is a real opportunity to grow. Box 639, P. I.

#### MISCELLANEOUS

**STAR KEE STEREOTYPING MATS** are standard for making stereotyping plates. Instantaneous service. Job size, 12x15; newspaper, 20x24. They are shipped cured, ready for use.

**WHITEFIELD PAPER WORKS, INC.**  
12 Vestry Street, New York City

### I refused to prophesy earnings

A recent correspondent—a man of rather good business qualifications, apparently—asked me to prophesy what he would be able to earn when he had completed my Coaching Service in Advertising, Selling and Business Writing.

I declined firmly to guess. He asked what no honest instructor would attempt. I would not accept his application unless he had a fair foundation, but even at that he might not qualify for more than a living wage. On the other hand, he might grow into a man of unusual ability. Who knows? All I can assure any one of is sound training. I cannot provide receptivity or create energy. Nine-tenths of men and women lack energy and vision and are looking for easy ways to success. I don't know the easy ways. To me, life is a venture. So is a business career. Success is a conquest, not a bequest; it cannot be measured by the yard or the gallon and shipped charges prepaid.

If you have fair qualifications and are willing to gamble on your future—as I did and as all of my business friends did—I'd be glad to know something about your needs and aims. I can guarantee you only a practical and broad training for the money and time you expend. I can tell you of a number whom I have helped to prepare for big responsibilities. I think this is all any sensible man or woman expects.

Prospectus, written with refreshing frankness, yours on request.

#### S. ROLAND HALL

Advertising Counselor and Agent  
Member, American Association of Advertising Agencies and Authors' League of America

Box 615

Easton, Pa.



# Table of Contents

<b>Super-Advertising—Advertising's Worst Enemy</b> C. B. LARRABEE .....	3
<b>Color Appears on the Kitchen Stove .....</b>	10
<b>One Salesman-Owned Car May Cost You \$7,500</b> ALAN STREETER .....	17
<b>The 150 Leading Magazine Advertisers of 1927.....</b>	25
<b>The Last of the Doffells</b> ROY DICKINSON .....	33
<b>Merchandising a Hole in the Ground.....</b>	42
<b>Is This a True Diagnosis of the Ails of Business?</b> W. P. Munger, President, Burnham-Munger-Root Dry Goods Company..	49
<b>What Are You Paying for Advertising Brains?</b> HARRY MERRILL HITCHCOCK .....	57
<b>Are the Seasons Changing?</b> JAMES TRUE .....	69
<b>Chain Stores and Manufacturers Join Advertising Forces</b> ERNEST I. MITCHELL, President, Mitchell-Faust Advertising Company....	77
<b>Liggett Invites Manufacturers to Join Co-operative Campaign.....</b>	90
<b>A Booklet Is Made the Feature of This Newspaper Campaign.....</b>	98
<b>Is the Mail Lead Worth Its Cost to the Salesman?</b> C. C. CASEY, President, Work-Organizer Specialties Company.....	105
<b>Faith Is More Important Than Facts</b> JOSEPH M. KRAUS, Advertising Manager, A. Stein & Company.....	114
<b>John E. Kennedy, Pioneer in "Reason-Why" Copy, Passes On.....</b>	122
<b>Servicing—the Weak Link in the Merchandising Chain</b> E. T. CUNNINGHAM, President, E. T. Cunningham, Inc.....	129
<b>The Jobber Needs a Pair of Pants</b> An interview with A. E. SLESSMAN, President, Lutz & Schramm Co.....	136
<b>Making Dealers Appreciate the Advertising Portfolio.....</b>	144
<b>A Bank Advertises Buddies, Buried Money and a Family Cow</b> WILLIS BRINDLEY, Vice-President, Washington Mutual Savings Bank....	146
<b>Illustrating the Family of Products without Confusion</b> BY A COMMERCIAL ART MANAGER .....	152
<b>Need of Brand Acceptance Grows as Easy Selling Exits</b> D. M. HUBBARD .....	162
<b>Editorials .....</b>	186
Why Suspension? Why Not Repeal?—Foreign Competition New Style—Ford Still Worth Watching—A Silly Local Ordinance.	
<b>Summary of Magazine Advertising for January.....</b>	193
<b>Four-Year Record of January Magazine Advertising.....</b>	198
<b>The Little Schoolmaster's Classroom .....</b>	200



# Vision Wanted

We have openings in our expanding organization for two additional first line representatives, who will have the chance to earn good salaries at highly interesting work. The most captivating occupation we know of is the application of creative ideas in sales promotion activities.

If you are attracted by the idea of getting into an interesting field, one that offers large outlets for sales ability, please write for an interview, stating your business experience and qualifications for creative selling.

Twelve years' experience in preparing picture material for training purposes has highly developed the skill of this organization in producing lighted pictures of exceptional quality and effectiveness.

Our technical facilities include the largest film plant in the world devoted exclusively to commercial pictures, and we make a majority of all the industrial films professionally produced.

Any man who qualifies for what we have to offer must possess a notable gift of vision (without being visionary) and must measure up to the high standard of character, courtesy, and ability on which our reputation has been established.

## Jam Handy Picture Service

Newspapers' Film Corp'n  
6227 Broadway, Chicago

Still and Motion Pictures—Animated Drawings—Screens—Slides  
New York, 420 Lexington Avenue—Dayton, 887 Reibold Bldg.—  
Detroit, General Motors Building—Regional Sales and  
Service at Principal Points Throughout the United States

**SUPREME IN CHICAGO**  
FIRST IN ADVERTISING — FIRST IN CIRCULATION

# CHAMPION OF THE WORLD!



Bobby Jones, three times winner of the National Amateur Championship, and twice winner of the coveted British Open Championship, is the greatest amateur golfer in the world.

## In Advertising—

The Chicago Tribune is champion of the world. In 1927 the World's Greatest Newspaper printed more lines of advertising than any other publication on earth.

**Chicago Tribune**

THE WORLD'S GREATEST NEWSPAPER